



Wauwatosa, WI

Government Affairs Committee

Meeting Agenda

7725 W. North Avenue
Wauwatosa, WI 53213

Tuesday, January 20, 2026

6:30 PM

Common Council Chambers and Zoom:
<https://servetosa.zoom.us/j/86222394038>,
Meeting ID: 862 2239 4038

Regular Meeting

HYBRID MEETING INFORMATION

Members of the public may observe and participate in the meeting in-person or via Zoom at the link above. To access the Zoom meeting via phone, call 1-312-626-6799 and enter the Meeting ID.

CALL TO ORDER

ROLL CALL

GOVERNMENT AFFAIRS COMMITTEE ITEMS

1.	Consideration of application for special event permit and temporary extension of licensed premises - Applicant: Sara Laev, Ray's Bar, Event Name: Wuckfinter 2026, Location: Ray's parking lot, Date/Time: February 22, 2026, 12:00 PM - 5:00 PM	<u>26-0104</u>
2.	Consideration of application for a new Class "B" Beer and Reserve "Class B" Liquor license by Cuppa Tosa Kitchen and Café LLC, 11320 W. Blue Mound Road, Susan L Modesto - Agent, for the period ending June 30, 2026	<u>25-2339</u>
3.	Consideration of designation of the City Hall Lower Civic Center as an alternate location for requesting and voting an absentee ballot for the April, August, and November 2026 elections	<u>25-2334</u>
4.	Discussion and consideration of a candidate forum for 2026 local election candidates	<u>25-2277</u>
5.	Consideration of approval of contract for services related to an additional design element for the City of Wauwatosa	<u>26-0099</u>
6.	Update on draft contracts between the Cities of Wauwatosa and West Allis related to a joint fire department	<u>26-0131</u>

ADJOURNMENT

NOTICE TO PERSONS WITH A DISABILITY

Persons with a disability who need assistance to participate in this meeting should call the City Clerk's office at (414) 479-8917 or send an email to tclerk@wauwatosa.net, with as much advance notice as possible.



Wauwatosa, WI

7725 W. North Avenue
Wauwatosa, WI 53213

Staff Report

File #: 26-0104

Agenda Date: 1/20/2026

Agenda #: 1.

Consideration of application for special event permit and temporary extension of licensed premises - Applicant: Sara Laev, Ray's Bar, Event Name: Wuckfinter 2026, Location: Ray's parking lot, Date/Time: February 22, 2026, 12:00 PM - 5:00 PM

Submitted by:

Deyanira Nevarez, City Clerk

Department:

Municipal Services - City Clerk's Office

A. Issue

Ray's Bar has applied for a special event permit and temporary extension of licensed premises to for an event on Sunday, February 22, 2026. The event will be held in Ray's parking lot and on 89th Street between North Avenue and the north end of the parking lot.

B. Event Details

8th annual beer fest

C. Department Reviews/Fees

Police: No police overtime fee. No issues.

Fire: No issues.

Public works: DPW fee for barricades. No issues.

Health: An inspector will be assigned to ensure proper food licensing. No further follow-up needed at this time.

City Attorney: COI is acceptable.

D. Recommendation

I recommend the Common Council approve the special event permit and temporary extension of licensed premises - Applicant: Sara Laev, Ray's Bar, Event Name: Wuckfinter 2026, Location: Ray's parking lot, Date/Time: February 22, 2026, 12:00 PM - 5:00 PM.



CITY OF WAUWATOSA
7725 West North Avenue
Wauwatosa, WI 53213
(414) 479-8917
www.wauwatosa.net

SPECIAL EVENT PERMIT

APPLICATION

Fee: \$150

PERMIT TO HOST A STREET FESTIVAL, RUN/WALK, PROTEST, OR PARADE

Organization Information	Name of the Organization: <u>Ray's Bar</u>	Address: <u>8930 W. North Ave.</u>	City, ST Zip: <u>Wauwatosa, WI 53213</u>		
	Phone: <u>414-258-9821</u>	Are you a 501(c)3 organization? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No			
	Event Contact Person: <u>Sara Laev</u>				
	Phone: REDACTED	Home REDACTED			
Event Information	Name of Event: <u>Wuckfitter 2026</u>	Date(s) of Event: <u>2/22/2026</u>	Location of Event: <u>Ray's Parking Lot</u>		
	Event set up time: <u>8am</u>	Event tear down time: <u>5pm</u>	Event Start Time: <u>12pm</u>		
	Event End Time: <u>5pm</u>	Website of Event: <u>rayswine.com</u>	Are you interested in Advertising this Event with the City of Wauwatosa? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		
	If yes, please visit wauwatosa.net/advertising to view policy, pricing, and more.				
	Will your event take place in a residential neighborhood? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No				
	You MUST attach a detailed map/sketch of your event indicating the specific location, layout of your event, the direction of the route, including all turns and the number of traffic lanes to be used.				
	*If you are using a City Park, you must reserve the park through the Parks Office prior to getting your special event permit approved by the Common Council. Call 414-471-8420 or email DPW@wauwatosa.net .				
	Generally describe your event and its purpose: <u>8th annual winter beer celebration with the Wauwatosa community. family-friendly event</u>				
	Estimated Number of Participants: <u>2,000</u> Spectators: _____ Vendors: <u>6</u>				
	Other Information	Run/Walk Routes and Fees: If event is a walk/run, choose a route. This includes police costs, barricades and up to 12 refuse or recycling containers to be placed at start/finish lines and may be moved for the event. Please note that route fees are the base price of the event and may include other fees, such as extra or special barriers for safety, extra work fees for involved city departments, extra permits or application fees, or other special circumstances.			
	<input type="checkbox"/> Route #1	<input type="checkbox"/> Route #2	<input type="checkbox"/> Route #3	<input type="checkbox"/> Route #4	<input type="checkbox"/> Route #5
	<input type="checkbox"/> Route #6	<input type="checkbox"/> Route #7	<input type="checkbox"/> Route #8	<input type="checkbox"/> Route #9	<input type="checkbox"/> Route #10

Other Information (Cont'd)	Will there be any alcohol served/sold at the event? If yes, liquor and bartender licenses are necessary under separate application.	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
	Please list the number of City of Wauwatosa licensed bartenders that will be on site: <u>8</u>	
	Will you be selling/serving food? If yes, you will need to contact the City of Wauwatosa Health Department for proper permits	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
	Will merchandise be sold at the event? If yes, please ensure that all vendors have their Wisconsin Seller's Permit available upon inspection.	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
	Will your event need electricity? If yes, the Fire Department and Building Inspection Department will need to inspect prior to being energized.	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
	Will you be setting up any lighting? If yes, the Fire Department and Building Inspection Department will need to inspect prior to being energized.	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
	Will your event require any fencing? If yes, please provide plans for the fencing location and the gates.	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
	Does the event involve fireworks? If yes, you will need to obtain a fireworks permit under separate application.	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
	Does the event involve amplified music?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
	If yes, will the amplified music be a: <input type="checkbox"/> Band <input checked="" type="checkbox"/> DJ <input type="checkbox"/> Other _____ Hours of Amplified Music: <u>1pm - 5pm</u>	
Please list the number of security staff you will be providing for the event: <u>0</u>		
Will you require street and/or intersection closures? If yes, the Police Department will determine the number of barricades, and the Department of Public Works will provide the costs and schedule of delivery and pickup.	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	
If yes, please list the streets and/or intersections to be closed. <u>89th Street between North Ave. and Steinkeiner driveway</u>		
Will you be erecting any tents, canopies or other temporary structure(s)? If yes, you will need to provide a plan for their proposed locations and the Fire Department and Building Inspection Department will need to inspect these structures prior to the start of your event.	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
Will you be providing portable restrooms and wash stations?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	
If yes, how many will you provide and where will they be located? Also how will solid waste be disposed of? <u>7 portable toilets w/ hand Sanitizer, Company removes them</u>		
Will you provide parking for participants?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
If yes, where will parking be available? <u>Street/ parking lot across street</u>		

Other Information (Cont'd)	Will you provide a dumpster/clean-up services?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
	If yes, please describe your clean-up and refuse collection plan.	<i>our own dumpster, removal by waste management</i>
	What other assistance do you foresee needing from the City (personnel, materials, and/or equipment)?	<i>n/a</i>
Insurance Requirements	TBD *Certificate of Insurance is required upon submittal of the application.	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Signature and Certification	<input checked="" type="checkbox"/> I hereby certify that the above information is true and correct to the best of my knowledge. I understand that failure to provide truthful, complete or correct information may lead to denial of this license. Signature: <i>[Signature]</i>	Date: <i>11/20/25</i>

FOR OFFICE USE ONLY

TBD

Applicant's Checklist:

Application is incomplete without the completed and signed application, \$150 application fee, COI, a map/sketch of the event and a parking plan. Incomplete applications will not be accepted or processed.

- Completed and signed application
- Fee – cash, check or credit card accepted. Please make check payable to the City of Wauwatosa. A small convenience fee applies to credit card payments.
- Site plan sketch (parades/races should include start/end points).
- Parking plan that accommodates the number of estimated vehicles, please note how many vehicles.
- Certificate of Insurance (must have a minimum liability of \$1 million per occurrence and name the City of Wauwatosa and its employees as an additional insured).
- If the tents will be 400 sq. ft. or more, you have to file a separate Tent Permit through Fire Department



RAYS GRO-01

LKOECKENBERG

DATE (MM/DD/YYYY)
11/26/2025

CERTIFICATE OF LIABILITY INSURANCE

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERs NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER		CONTACT Lori Koeckenberg NAME: PHONE (A/C, No, Ext): (262) 478-3252 252 FAX (A/C, No): (262) 478-3260 E-MAIL ADDRESS: lkoeckenberg@robertsonryan.com	
Robertson Ryan - Mequon 12308 North Corporate Parkway, Suite 600 Mequon, WI 53092		INSURER(S) AFFORDING COVERAGE INSURER A: WEST BEND INSURANCE COMPANY NAIC # 15350	
INSURED		INSURER B: INSURER C: INSURER D: INSURER E: INSURER F:	
Ray's Growler Gallery LLC 8930 W North Avenue, Suite G Wauwatosa, WI 53226			

INSR LTR	TYPE OF INSURANCE	ADDL INSD WVD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS	
							LIMITS	
A	COMMERCIAL GENERAL LIABILITY CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR		X	2132831	9/2/2025	9/2/2026	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 300,000 MED EXP (Any one person) \$ 10,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMP/OP AGG \$ 2,000,000 OTHER: \$	
	GEN'L AGGREGATE LIMIT APPLIES PER: POLICY <input type="checkbox"/> PRO- JECT <input type="checkbox"/> LOC							
	AUTOMOBILE LIABILITY ANY AUTO OWNED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS HIRED AUTOS ONLY <input type="checkbox"/> NON-OWNED AUTOS ONLY						COMBINED SINGLE LIMIT (Ea accident) \$ BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ OTHER: \$	
	UMBRELLA LIAB EXCESS LIAB						EACH OCCURRENCE \$ AGGREGATE \$ OTHER: \$	
	DED <input type="checkbox"/> RETENTION \$							
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? <input type="checkbox"/> (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N	N/A				PER STATUTE \$ E.L. EACH ACCIDENT \$ E.L. DISEASE - EA EMPLOYEE \$ E.L. DISEASE - POLICY LIMIT \$	
A	Liquor Liability	X		2132836	9/2/2025	9/2/2026	Per Occur/Agg Each \$ 1,000,000	

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)
Certificate Holder is additional insured for both General Liability and Liquor Liability.

CERTIFICATE HOLDER

CANCELLATION

City of Wauwatosa & Its Employees 7725 W North Avenue Wauwatosa, WI 53213	SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.	
	AUTHORIZED REPRESENTATIVE 	



8930 W. North Ave., Suite G
Wauwatosa, WI 53226
414-258-9821

November 20th, 2025

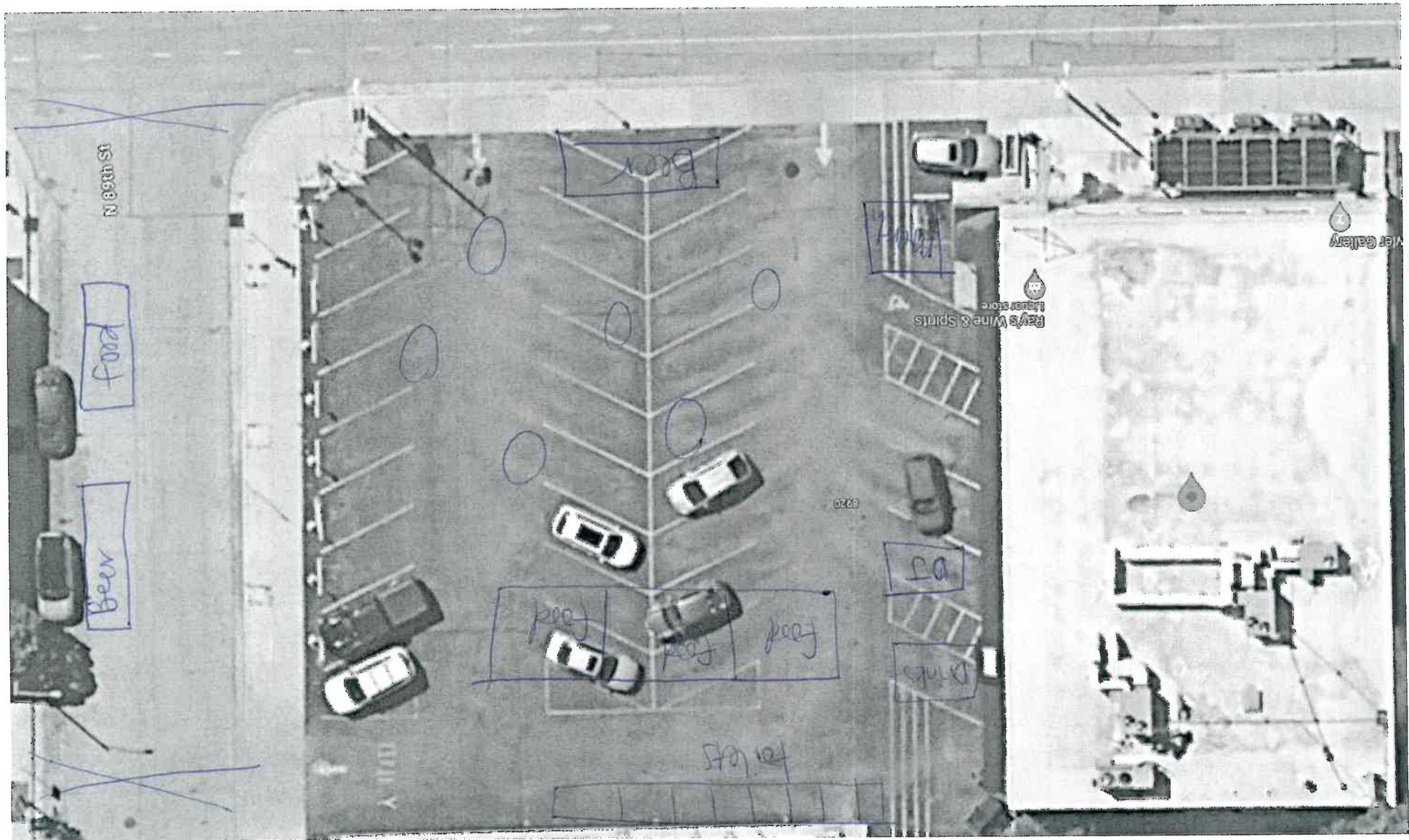
Request for Winter celebration and liquor license extension.

To embrace and help get folks through the often-dreaded middle of winter, we kindly request permission to please have our eighth annual celebration in our own parking lot on Sunday, February 22nd, 2026 from 12-5pm, with food trucks and alcoholic and non-alcoholic beverages for purchase. Parking will be available on the street, and we will be encouraging walking and carpooling over via Uber/Lyft. We also have permission from John Mathie who owns the commercial properties across the street to use his two parking lots as well. This event will not be an out of control free for all with alcohol pouring from the windows, but a well-thought-out community event to thank our neighbors for their continued support of our business. There will be generous staffing; plenty of garbage cans to avoid littering, and port-o-pottys. Thank you very much for your consideration.

Thank you,

Sara

Sara Laev
Director of Operations
Ray's Wine and Spirits
8930 W. North Ave.
Wauwatosa, WI 53226
414-258-9821





Special Events Staff Review

Departmental Review based on application

Form modified: 1/1/2020

Event Name:

Event Organizer:

Event Contact #:

Event Date:

DEPARTMENT	PERMIT REVIEWED BY	DATE	COST TO DEPARTMENT
POLICE			
FIRE			
PUBLIC WORKS			
HEALTH			
ATTORNEY			

Extra permits required (Please save in shared folder)

Yes No

Department Notes:

Please save over the existing document after each department reviews and adds notes.

Police:

<Add Comments Here>

Fire:

<Add Comments Here>

Public Works:

<Add Comments Here>

Health:

<Add Comments Here>

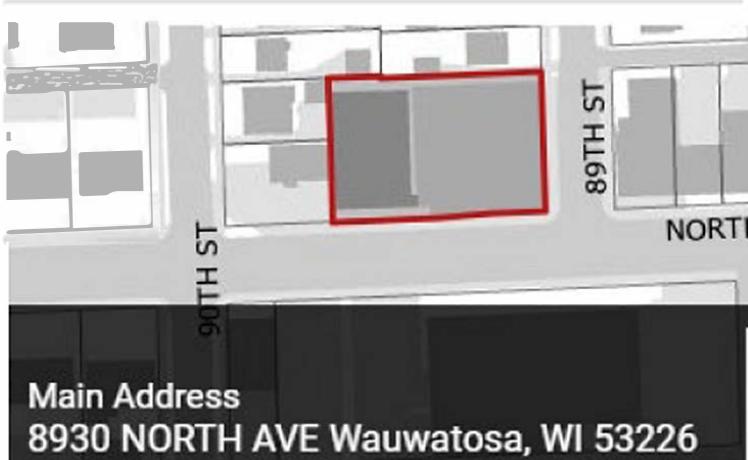
Attorney:

<Add Comments Here>

City Clerk:

<Add Comments Here>

Location



Main Address
8930 NORTH AVE Wauwatosa, WI 53226

Applicant ^{*}

Ray's Growler Gallery

D/B/A: ^{*}

Ray's Bar

Date(s) & Time(s) of events: ^{*}

Sunday, February 22, 2026 from 12pm-5pm



The following event costs have been
reviewed and approved

Wednesday, January 7, 2026

Public Works Operations Superintendent
Jason Blasiola

2:46:37 PM

Event Date	Event Name	Barricade Fee	Sign Fee	City Waste/Recycle Bin Fee	Delivery Fee	Sign Tech inspection Fee	Route Fee (Includes DPW and PD Costs)	Tourism Total	Event Cost	Notes
2/22/2026	Wuckfinter	\$10.00	\$2.00	\$0.00	\$120.00	\$0.00	\$0.00	\$0.00	\$132.00	
Event Location	Ray's parking lot	Number of Barricades	Number of Signs	Number of Trash Bins	Number of Recycle Bins		Event Route			
		5	1	0	0		None			
		Other Unspecified Fee								
			\$0.00							

See the notes section for further explanation of this fee

Barricade Fee Info:
The barricade fee is
\$2.00
per barricade

Sign Fee Info:
The sign fee is
\$2.00
per sign

City Waste/Recycle Bin Fee Info:
The bin fee is
\$5.00
per waste/recycle bin

Tourism Reimbursement Info:
Tourism Reimbursement Funds will
be split evenly between barricades
and waste/recycle bins



Wauwatosa, WI

7725 W. North Avenue
Wauwatosa, WI 53213

Staff Report

File #: 25-2339

Agenda Date: 1/20/2026

Agenda #: 2.

Consideration of application for a new Class "B" Beer and Reserve "Class B" Liquor license by Cuppa Tosa Kitchen and Café LLC, 11320 W. Blue Mound Road, Susan L Modesto - Agent, for the period ending June 30, 2026

Submitted by:

Deyanira Nevarez, City Clerk

Department:

Municipal Services - City Clerk

A. Issue

Cuppa Tosa Kitchen and Café LLC, has applied for a new retail Class "B" Beer and Reserve "Class B" Liquor license for the 2025-2026 license period for the premises located at 11320 W. Blue Mound Road.

B. Background/Options

Cuppa Tosa Kitchen and Café LLC, currently operates a breakfast and lunch establishment at 11320 W. Blue Mound Road. The Common Council approved a conditional use permit for the establishment at its December 16, 2025 meeting. More information can be found in the application materials included in the agenda packet.

A background check was conducted for the agent and all officers. No violations substantially related to licensing activities were found. The Agent meets all other qualifications of Wis. Stat. Ch. 125.

The City currently has two available Reserve "Class B" Liquor licenses.

C. Department Reviews

Police: No issues.

Fire: No issues.

Health: No issues.

Development: No issues.

Attorney: No issues.

Finance: No outstanding taxes or bills.

D. Recommendation

I recommend the Common Council grant a new Class "B" Beer and Reserve "Class B" Liquor license to Cuppa Tosa Kitchen and Café LLC, for the period ending June 30, 2026, for the premises located at 11320 W. Blue Mound Road, with Susan L. Modesto as the appointed agent.

Form
AB-200

**Alcohol Beverage License
Application**

For Municipal Use Only	
Municipality	
License Period	

License(s) Requested: (up to two boxes may be checked)

Class "A" Beer \$ _____ Class "B" Beer \$ ~~50~~ _____

"Class A" Liquor \$ _____ "Class B" Liquor \$ _____

"Class A" Liquor (cider only) \$ _____ Reserve "Class B" Liquor \$ _____

"Class C" Liquor (wine only) \$ _____

Fees	
License Fees	\$
Background Check Fee	\$
Publication Fee	\$
Total Fees	\$

Part A: Premises/Business Information

1. Legal Business Name (individual name if sole proprietorship)

Anthony M Fugarino

2. Business Trade Name or DBA

Cuppa Tosa Kitchen & Cafe LLC

3. FEIN

39-4594913

4. Wisconsin Seller's Permit Number

456-1032169573-02

5. Entity Type (check one)

Sole Proprietor Partnership Limited Liability Company Corporation Nonprofit Organization

6. State of Organization

WI

7. Date of Organization

09/29/2025

8. Wisconsin DFI Registration Number

C135495

9. Premises Address

11320 W Bluemound Rd

10. City

Wauwatosa

11. State

WI

12. Zip Code

53226

13. County

Milwaukee

14. Governing Municipality: City Town Village

of: Wauwatosa

15. Aldermanic District

3

16. Premises Phone

(262) 770-3187

17. Premises Email

info@cuppatosakc.com

18. Website

www.cuppatosa.com

19. Premises Description - Describe the building or buildings where alcohol beverages are produced, sold, stored, or consumed, and related records are kept. Describe all rooms within the building, including living quarters. Authorized alcohol beverage activities and storage of records may occur only on the premises described in this application. Attach a map or diagram and additional sheets if necessary.

Total Sq Feet 3500. Liquor Beer Wine served in Dining Room, Cafe/Bar Area and Patio (Weather Permitting). All Drinks prepared in Cafe/Bar Area. All records of purchases kept in office under lock & key. No living quarters on property. All beer/wine stored in speareate walk in cooler, liquor kept in storage area with camera coverage

20. Mailing Address (if different from premises address)

21. City

22. State

23. Zip Code

Part B: Questions

1. Has the business (sole proprietorship, partnership, limited liability company, or corporation) been convicted of violating federal or state laws or local ordinances? Exclude traffic offenses unless related to alcohol beverages. Yes No
If yes, list the details of violation below. Attach additional sheets if necessary.

Law/Ordinance Violated	Location	Trial Date
------------------------	----------	------------

Penalty Imposed	Was sentence completed?	<input type="checkbox"/> Yes <input type="checkbox"/> No
-----------------	------------------------------	--

Law/Ordinance Violated	Location	Trial Date
------------------------	----------	------------

Penalty Imposed	Was sentence completed?	<input type="checkbox"/> Yes <input type="checkbox"/> No
-----------------	------------------------------	--

2. Are charges for any offenses pending against the business? Exclude traffic offenses unless related to alcohol . . Yes No beverages.

If yes, describe the nature and status of pending charges using the space below. Attach additional sheets as needed.

3. Is the applicant business or any of its officers, directors, members, agent, employees, owners, or other related individuals or entities a restricted investor with any interest in an alcohol beverage producer or distributor? . . Yes No If yes, provide the name of the restricted investor and describe the nature of the interest.

4. Is the applicant business owned by another business entity? . . . Yes No If yes, provide the name(s) and FEIN(s) of the business entity owners below. Attach additional sheets as needed.

4a. Name of Business Entity	4b. Business Entity FEIN
-----------------------------	--------------------------

5. Have the partners, agent, or sole proprietor satisfied the responsible beverage server training requirement for this license period? Submit proof of completion. . . . Yes No

6. Is the applicant business indebted to any wholesaler beyond 15 days for beer or 30 days for liquor/wine? . . . Yes No

7. Does the applicant business owe past due municipal property taxes, assessments, or other fees? . . . Yes No

Part C: Individual Information

List the name, title, and phone number for each person or entity holding the following positions in the applicant business or businesses listed in Part B, Question 4: sole proprietor, all officers, directors, and agent of a corporation or nonprofit organization, all partners of a partnership, and all members, managers, and agent of a limited liability company. Attach additional sheets if necessary.

Include Form AB-100 for each person listed below. Corporations and LLCs must appoint an agent by including Form AB-101.

Last Name	First Name	Title	Phone
Modesto	Susan L	Agent	[REDACTED]
Fugarino	Anthony M	Owner	[REDACTED]

Part D: Attestation

One of the following must sign and attest to this application:

- sole proprietor
- one general partner of a partnership
- one corporate officer
- one member of an LLC

READ CAREFULLY BEFORE SIGNING: Under penalty of law, I have answered each of the above questions completely and truthfully. I agree that I am acting solely on behalf of the applicant business and not on behalf of any other individual or entity seeking the license. Further, I agree that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another individual or entity. I agree to operate this business according to the law, including but not limited to, purchasing alcohol beverages from state authorized wholesalers. I understand that lack of access to any portion of a licensed premises during inspection will be deemed a refusal to allow inspection. Such refusal is a misdemeanor and grounds for revocation of this license. I understand that any license issued contrary to Wis. Stat. Chapter 125 shall be void under penalty of state law. I further understand that I may be prosecuted for submitting false statements and affidavits in connection with this application, and that any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000 if convicted.

Last Name Fugarino	First Name Anthony	M.I. M
Title Owner	Email info@cuppatosakc.com	Phone [REDACTED]
Signature 	Date 12-10-25	

Part E: For Clerk Use Only

Date Application Was Filed With Clerk	License Number	Date License Granted	Date License Issued
Signature of Clerk/Deputy Clerk		Date Provisional License Issued (if applicable)	

Agent Type (check one) Original (no fee) Successor (\$10 fee for municipal licensees only)**Part A: Business Information**

1. Legal Business Name (individual name if sole proprietor)

Anthony M Fugarino

2. Business Trade Name or DBA

Cuppa Tosa Kitchen & Cafe LLC

3. Entity Type (check one)

 Limited Liability Company Corporation Nonprofit Organization

4. Alcohol Beverage Business Authorization (check one)

 Municipal Retail License State Permit

5. If successor agent, provide State Permit or Municipal Retail License Number

Town of Brookfield #2526-112

6. Describe the reason for appointing a successor agent, if successor is checked above.

Part B: Agent Information

1. Last Name

Modesto

2. First Name

Susan

3. M.I.

L

4. Email

[REDACTED]

5. Phone

[REDACTED]

6. Home Address

[REDACTED]

7. City

[REDACTED]

8. State

WI

9. Zip Code

[REDACTED]

10. Date of Birth

[REDACTED]

11. Drivers License/State ID Number

[REDACTED]

12. Drivers License/State ID State of Issuance

WI

Part C: Agent Questions

1. Have you satisfied the responsible beverage server training requirement? Yes No
Submit proof of completion.

2. Have you completed Form AB-100, *Alcohol Beverage Individual Questionnaire* (licensee) or
Form AB-300, *Alcohol Beverage Personal Questionnaire* (permittee)? Yes No

3. Have you been a Wisconsin resident for at least 90 continuous days? Yes No
See instructions for exceptions.

Continued →

Part D: Business Attestation

READ CAREFULLY BEFORE SIGNING: I, the **Undersigned**, authorize the above-named individual to act for the above-named corporation, nonprofit organization, or limited liability company with full authority and control of the premises and of all alcohol beverage activities on such premises. I certify that I am authorized by the above-named entity to authorize this individual to act on behalf of the entity. If I am appointing a successor agent, I rescind all previous agent appointments for this premises. Further, I understand that I may be prosecuted for submitting false statements and affidavits in connection with this application, and that any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000 if convicted.

Last Name Fugarino	First Name Anthony	M.I. M
Title Owner	Email info@cuppatosakc.com	Phone [REDACTED]
Signature 	Date 12/10/2025	

Part E: Agent Attestation

READ CAREFULLY BEFORE SIGNING: I, the **Agent**, hereby accept this appointment as agent for the above-named corporation, nonprofit organization, or limited liability company and assume full responsibility for the conduct of all alcohol beverage activities on the premises for the above-named business. I further understand that I may be prosecuted for submitting false statements and affidavits in connection with this application, and that any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000 if convicted.

Last Name Modesto	First Name Susan	M.I. L
Signature 	Date 12/10/25	

**Alcohol Beverage
Individual Questionnaire**Date
12/10/2025

All individuals involved in the alcohol beverage business must complete this form, including:

- sole proprietor
- all officers, directors, and agent of a corporation or nonprofit organization
- all partners of a partnership
- members and agent of a limited liability company

Your alcohol beverage application or renewal is not complete until all required Individual Questionnaires are submitted.

Part A: Business Information

1. Legal Business Name (individual name if sole proprietor)

Anthony M Fugarino

2. Business Trade Name or DBA

Cuppa Tosa Kitchen & Cafe LLC

3. Entity Type (check one)

 Sole Proprietor Partnership Limited Liability Company Corporation Nonprofit Organization**Part B: Individual Information**

1. Last Name

Modesto

2. First Name

Susan

3. M.I.

L

4. Relationship to Business (Title)

Agent

5. Email

6. Phone

7. Home Address

8. City

9. State

WI

10. Zip Code

11. Date of Birth

12. Drivers License/State ID Number

13. Drivers License/State ID State of Issuance

WI

Part C: Address History1. Do you currently live in Wisconsin? Yes No

If yes, provide the month and year when you permanently moved to Wisconsin

(MM/YYYY)
07/1979

2. List in chronological order all of your addresses within the last 5 years. Attach additional sheets if necessary.

Previous Address 1	City	State	Zip Code
		WI	
Previous Address 2	City	State	Zip Code
		WI	
Previous Address 3	City	State	Zip Code
Previous Address 4	City	State	Zip Code
Previous Address 5	City	State	Zip Code

3. List all states and counties you have lived in as an adult. Attach additional sheets if necessary.

State WI	County Milwaukww	State WI	County Waukwsha	State FL	County Broward	State	County

Continued →

Part D: Criminal History

1. Have you ever been convicted of any offenses (excluding traffic offenses unless related to alcohol beverages) for violation of any federal, Wisconsin, or another state's laws or of any county or municipal ordinances?..... Yes No

If yes to question 1, please list details of each conviction below. Attach additional sheets as needed.

Law/Ordinance Violated	Location	Conviction Date
Penalty Imposed		Was sentence completed?..... <input type="checkbox"/> Yes <input type="checkbox"/> No
Law/Ordinance Violated	Location	Conviction Date
Penalty Imposed		Was sentence completed?..... <input type="checkbox"/> Yes <input type="checkbox"/> No
Law/Ordinance Violated	Location	Conviction Date
Penalty Imposed		Was sentence completed?..... <input type="checkbox"/> Yes <input type="checkbox"/> No

2. Are charges for any offenses currently pending against you (excluding traffic offenses unless related to alcohol beverages) for violation of any federal, Wisconsin, or another state's laws or any county or municipal ordinances?..... Yes No

If yes to question 2, describe nature and status of pending charges using the space below. Attach additional sheets as needed.

Part E: Attestation

READ CAREFULLY BEFORE SIGNING: Under penalty of law, I have answered each of the above questions completely and truthfully. I certify that I am not prohibited from participating in this business due to any involvement in another tier of the alcohol beverage industry as a restricted investor. I understand that any license issued contrary to Wis. Stat. Chapter 125 shall be void under penalty of state law. I further understand that I may be prosecuted for submitting false statements and affidavits in connection with this application, and that any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000 if convicted.

Signature 	Date 12-11-25
--	------------------

Beverage Operator's License

WHEREAS, the named applicant has paid the Treasurer \$40.00 as required by local ordinances, has compiled with all requirements necessary for obtaining a license, and the local governing body of the Town of Brookfield, County of Waukesha, Wisconsin, has authorized the Clerk to issue an Operator's (Bartender) License; NOW THEREFORE, an Operator's License, pursuant to Sections 125.32(2) and 125.68(2) of the Wisconsin Statutes, and local ordinances, is hereby issued to said applicant:

Susan Modesto

License #2526-112

Town of Brookfield
Issued July 1, 2025
Valid through June 30, 2026



Tom Hagie

Tom Hagie, Interim-Clerk



WISCONSIN DEPARTMENT OF REVENUE
PO BOX 8902
MADISON, WI 53708-8902

Contact Information:

2135 RIMROCK RD PO BOX 8902
MADISON, WI 53708-8902
ph: 608-266-2776 fax: 608-327-0235
email: DORBusinessTax@wisconsin.gov
website: revenue.wi.gov

000438

Letter ID L1356197552



CUPPA TOSA KITCHEN & CAFE LLC
450 N 113TH ST
WAUWATOSA WI 53226

Wisconsin Business Tax Registration Certificate

Expiration date: September 30, 2027

Legal/real name: CUPPA TOSA KITCHEN & CAFE LLC

- This certificate confirms that you are registered with the Wisconsin Department of Revenue for the tax types shown below.
- This registration certificate is not a seller's permit, and should not be used as proof that you hold a seller's permit.
- You may not transfer this certificate to any other individual or business.

Tax Type	Account Type	Number
Sales & Use Tax	Sales & Use Tax	456-1032169573-02
Local Exposition Tax	Local Exposition Tax	014-1032169573-05
Withholding Tax	Withholding Tax	036-1032169573-04



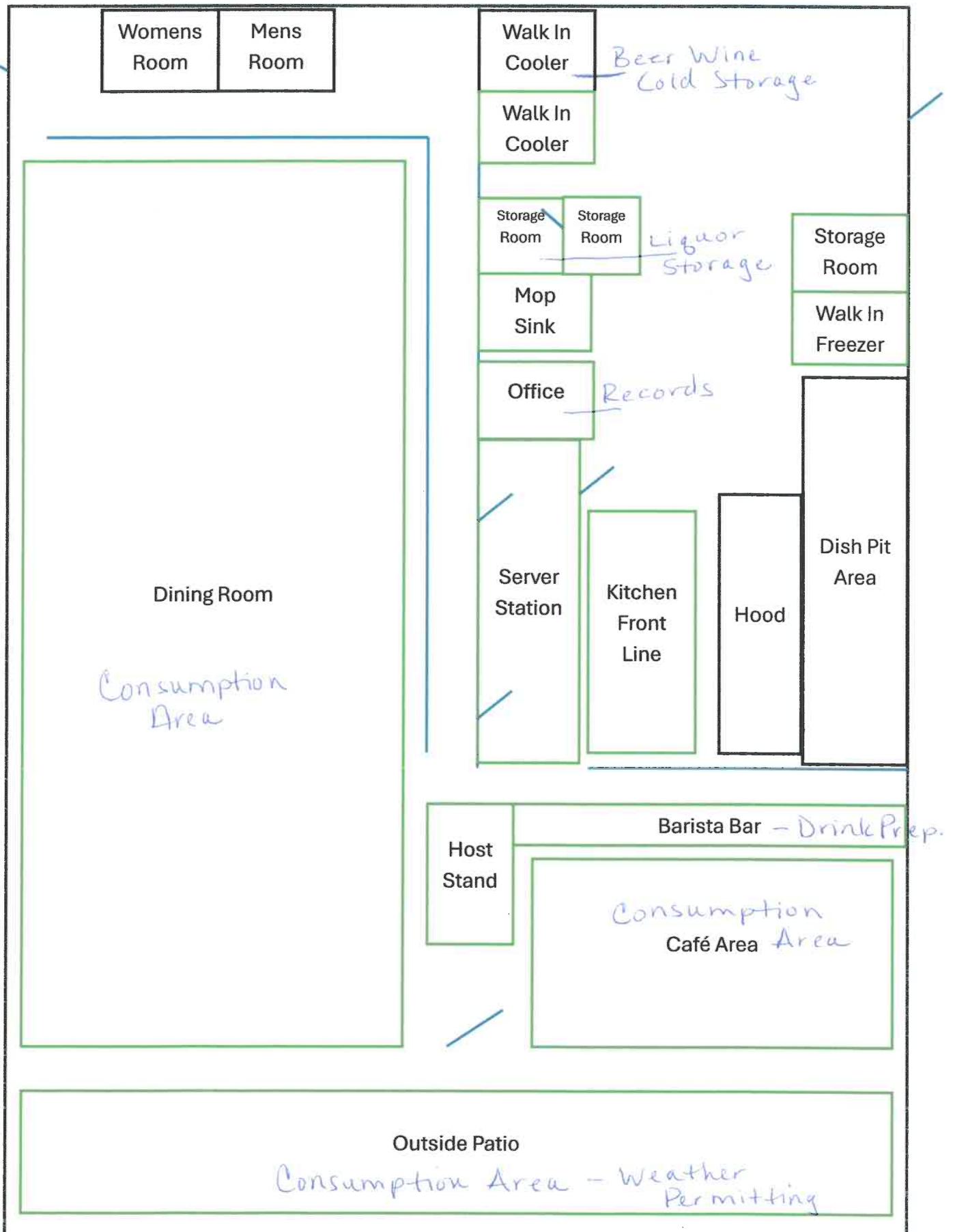
State of Wisconsin • DEPARTMENT OF REVENUE

Personal Wallet Copy

Seller's Permit: 456-1032169573-02

Legal/Real Name: CUPPA TOSA KITCHEN & CAFE LLC

Signature _____



Cuppa Tosa Kitchen & Café, located at 11320 W Bluemound Rd is seeking a class B reserve Liquor License and a Class B Beer License.

The restaurant will operate as a Breakfast/Lunch themed establishment with occasional opportunities for private events during closed hours.

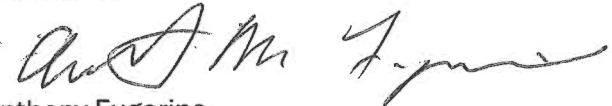
Normal hours of operation will be Tuesday-Sunday 7a-3p, off hour operations will cease at 11pm.

There is ample cooler space for beer/wine storage and liquor storage is available. All areas of the restaurant and storage areas are under 24 hour camera coverage. All receipts of purchases and paid receipts will be kept in a secured file in the private locked office.

Alcoholic beverages can only be consumed in the dining area, bar/café area and outside patio (weather permitting).

Bar manager, Susan Modesto, will be assigned as Agent and oversee all operations pertaining to alcohol service.

Thank you,

 12-11-25
Anthony Fugarino

Owner

Cuppa Tosa Kitchen & Café LLC



Wauwatosa, WI

7725 W. North Avenue
Wauwatosa, WI 53213

Staff Report

File #: 25-2334

Agenda Date: 1/20/2026

Agenda #: 3.

Consideration of designation of the City Hall Lower Civic Center as an alternate location for requesting and voting an absentee ballot for the April, August, and November 2026 elections

Submitted by:

Deyanira Nevarez, City Clerk

Department:

Municipal Services - City Clerk's Office

A. Issue

The City Clerk's Office requests Common Council approval to designate the Lower Civic Center as an alternate in-person absentee voting location for the April, August, and November 2026 elections.

B. Background/Options

In-person absentee voting has become a primary voting method for a substantial portion of Wauwatosa voters. During the 2024 election cycle, approximately 28 percent of all ballots were cast through in-person absentee voting.

This volume exceeds the functional capacity of the City Clerk's Office footprint and requires a facility that can safely and efficiently accommodate high voter throughput, effective line management, and accessibility needs.

The Lower Civic Center was utilized for in-person absentee voting during the August and November 2024 elections. Staff received positive feedback from both voters and election workers regarding improved voter flow, increased accessibility, and improved working conditions for election staff. Based on these outcomes, the Lower Civic Center has emerged as the City's preferred location for administering in-person absentee voting.

Wisconsin Statute §6.855 requires the governing body to designate any site "other than the office of the municipal clerk" as an alternate location for absentee voting.

The City Attorney has determined that the Lower Civic Center qualifies as an alternate location under statute and therefore requires Common Council approval.

C. Fiscal Impact

None.

D. Recommendation

Staff recommends that the Common Council designate the City Hall Lower Civic Center as an alternate absentee voting location for the April, August, and November 2026 elections.



Wauwatosa, WI

7725 W. North Avenue
Wauwatosa, WI 53213

Staff Report

File #: 25-2277

Agenda Date: 1/20/2026

Agenda #: 4.

Discussion and consideration of a candidate forum for 2026 local election candidates

Submitted by:

Zach Kessler - Director of Municipal Services
Deyanira Nevarez - City Clerk/Management Analyst

Department:

Municipal Services

A. Issue

At the April 2026 Spring Election, voters will elect Alderpersons for the City's twelve new aldermanic districts, and a Municipal Judge. Prior to previous local elections, the City coordinated candidate forums to provide the public with an opportunity to hear from candidates running for office.

At this time, staff are seeking direction from the Common Council regarding the date and format of a 2026 candidate forum and Council approval of a resolution establishing the forum format.

B. Background/Options

Historically, the City has coordinated candidate forums before local elections, offering residents a structured opportunity to learn about candidates.

In 2024, the Wauwatosa-West Allis Chamber of Commerce facilitated the candidate forum in the Common Council Chambers on Thursday, March 7, at 6:30 PM. The Chamber has expressed interest in facilitating a similar forum in 2026 and has indicated availability on the following dates:

- Wednesday, March 4
- Thursday, March 5
- Wednesday, March 11
- Thursday, March 12

Four of the twelve aldermanic races are competitive, each with two candidates running for office. There is no Mayoral election in 2026, but the office of Municipal Judge will be on the ballot. There is only one candidate for the office of Municipal Judge.

Staff propose that a 2026 candidate forum include candidates for both Alderperson and Municipal Judge. Removing mayoral-related provisions from the 2024 format and adding details related to the Municipal Judge election, staff suggest the following framework for a 2026 candidate forum:

Host/Moderator:

- The event will be hosted by the Wauwatosa-West Allis Chamber of Commerce (“Chamber”) and facilitated by the Chamber’s Board President or another designated representative.
- The moderator will introduce the event, explain the neutral and nonpartisan role of the Chamber, and outline the method by which questions were drafted and selected.

Opening Statements:

- Each candidate for Alderperson and Municipal Judge will have up to two minutes to share why they are seeking office. Candidates unable to attend in person may submit a video statement for playback during the event.

Timed Statements:

- During timed segments, the moderator will provide a 15-second warning by holding up a sign or another unobtrusive signal.

Post-Program Interaction:

- After the formal portion of the event, all candidates will be invited to remain for informal, one-on-one conversations with members of the public.

Additional Space:

- If the Council Chambers do not provide sufficient space for post-program conversations, additional City Hall spaces may be made available.

Recording:

- The City will record the formal portion of the event using existing A/V equipment in the Council Chambers and will provide a public link to the recording through the date of the election.

To Be Determined: Candidate Questions

The 2024 forum included question-and-answer segments for mayoral candidates, while aldermanic candidates provided only opening statements. For the 2026 election, both aldermanic and municipal judge candidates will be on the ballot, and staff are seeking direction from the Council regarding whether the 2026 forum should include candidate questions.

If the Council wishes to include a Q&A component, staff request guidance on how questions should be developed and selected. Potential approaches include:

Opening Statements Only

- All candidates provide timed opening statements; no questions are asked.

Pre-Selected Questions for All Candidates

- A small set of identical questions is asked of all candidates for a given office.

Council-Submitted Questions

- Council members submit questions; a facilitator selects which will be asked.

Public-Submitted Questions

- Questions are collected through an online form and screened for relevance and neutrality.

Hybrid Model

- A combination of public, Council, and Chamber-submitted questions.

Staff do not recommend any one option over another and will implement whichever process the Council prefers.

Participation in the candidate forum would be voluntary for all candidates. If a forum is approved, staff will issue formal invitations to candidates and will coordinate communication for the event. The City will promote the event using traditional communication channels, including the City website, email lists, and social media, in coordination with the Chamber.

Common Council Resolution R-24-030, which outlined the format for the 2024 candidate forum, is included in the agenda packet for reference.

C. Strategic Plan (Area of Focus)

Priority Area Five: Quality of Life

D. Fiscal Impact

None.

E. Recommendation

Staff recommend that the Committee select a date and format for a 2026 candidate forum, and direct staff to coordinate the event in collaboration with the Chamber.



Wauwatosa, WI

Signature Report

Resolution-Council: R-24-030

7725 W. North Avenue
Wauwatosa, WI 53213

File Number: 24-0241

Enactment Number: R-24-030

Resolution approving parameters for 2024 candidate forum for Alderperson and Mayor to be hosted and sponsored at City Hall by the Wauwatosa West Allis Chamber of Commerce

BE IT RESOLVED THAT appropriate City officials are hereby authorized and directed to support the Wauwatosa West Allis Chamber of Commerce in hosting and facilitating a forum for 2024 candidates for the offices of Mayor and Alderpersons for the City of Wauwatosa, to be held in the Common Council Chambers inside Wauwatosa City Hall at 6:30 p.m. on Thursday, March 7, 2024, with informal follow-up portions of the event to be held in Council Chambers and nearby spaces as necessary; and

BE IT FURTHER RESOLVED THAT the conduct and format of the event shall be as follows:

1. The event will be hosted by the Wauwatosa West Allis Chamber of Commerce (“Chamber”), to be facilitated by that organization’s Board President, or such other person designated by the Chamber, who will introduce the event and the event format, including a statement about the Chamber’s neutral political intention in hosting the event. The chamber representative shall explain at the beginning of the mayoral portion of the forum the method by which questions were drafted and selected for the event.
2. Each candidate for the office for Alderperson will be able to give a two-minute statement about why they are seeking office. Candidates who are unable to attend in person shall be permitted to submit a video statement for replay at the time of the event.
3. Each Alderperson who is unopposed will have an opportunity to present or surrender their time to the Mayoral debate for additional questions.
4. Each candidate for Mayor will be able to give a two-minute statement about why they are seeking office.
5. Each Alderperson, except those seeking the office of Mayor, will submit two questions for the Mayoral candidates. The topics of the questions shall focus on the areas of responsibility of each of the four Common Council standing committees. Each Alderperson submitting questions shall identify the committee/topic area of the questions they submit.
6. For the Mayoral portion of the forum, each candidate shall answer eight questions, two from each category. The candidates shall have two minutes to answer each question. The candidates will alternate responding first and second and the candidate to answer the first question first will be selected by a coin flip. Mayoral candidates will each answer the same questions.
7. During any timed statements, the moderator will provide a 15-second warning signal to the candidate in a manner which does not interrupt the answer, such as by holding up a sign.
8. All candidates will be invited to remain after the formal program for questions from voters.
9. After the formal portion of the event concludes, members of the public can approach individual candidates for office to speak with them or ask questions in a one-on-one format. Additional City Hall spaces will be utilized for this purpose should the Common Council Chambers not provide sufficient space.

The city will record the event using the existing AV technology in the Council Chambers and provide a link to watch the formal portion of the event (numbers 1 to 7, above) until the election.

By: Government Affairs Committee

Adopted


City Clerk Steven Braatz

Date

2-20-24

Approved


Mayor Dennis McBride

Date

2/22/24



CITY OF WAUWATOSA
MEMO

To: **Government Affairs Committee**
From: **Eva Ennamorato, Communications Manager**
Date: **January 20, 2026**
Subject: **Contract with McDaniels for services related to an additional design element for the City of Wauwatosa**

A. Issue

Consideration of a contract with McDaniels for services related to an additional design element for the City of Wauwatosa.

B. Background/Options

Earlier in 2025, Alderperson Arney proposed discussing the development of a flexible design element to be used in the city's communication materials. This element is not intended to replace the existing city shield nor is there any mass replacement or re-branding scheduled or budgeted as part of this proposal. This is an effort to add a complementary tool to the city's communications toolkit.

This project would not change the public safety shields or brands, the library's identity, or the city shield, nor would it require replacing existing materials that currently use the city shield. Instead, as part of the scope of work, the agency would help identify appropriate and limited uses for the design element. Feedback on how and when it is used would be gathered through community engagement and input from elected officials.

The council directed staff to obtain budget proposals to complete this work. Staff received five responses:

1. Boelter and Lincoln, \$27,500 - \$33,000
2. LimeGlow, \$14,590
3. McDaniels, \$14,250
4. Olson Graphic Design, declined to participate
5. THIEL, \$16,625 - \$22,925

McDaniels is the lowest cost vendor, is completing the design for the city's new website in 2026, and their proposal (included in packet) best meets the city's needs. As McDaniels is the vendor assisting with the redesign of Wauwatosa.net, this ensures that the work on this new design element will naturally integrate with and inform web elements for a cohesive digital presence.

It's important to know that their proposal would fit into the existing website budget, so no additional funds are needed.

In their response is a description of the process to create the new design element, which includes research and community engagement, concept development, and final designs. Community members, employees, and elected officials will have the opportunity to give input. The final decision makers will include a member of the community with experience in marketing and branding, an alderperson with experience in marketing and branding, and the city's communications professional staff, including the Deputy City Administrator, Communications Manager, and Communications Specialist.

C. Strategic Plan (Area of Focus)

This project could overlap many areas of our strategic plan, including goals underneath the economic development priority area.

D. Fiscal Impact

The contract with McDaniels is \$14,250 for services related to an additional design element for the City of Wauwatosa. The Communications team was able to deliver the 2026 new website under budget and there are funds available in this project to cover the entire cost for the new design element.

There is no additional budget needed to complete the project.

E. Recommendation

Staff recommends approving the contract with the lowest cost respondent, McDaniels, in the amount of \$14,250.

McD

REMARKABLY UNCOMMON.



CITY OF WAUWATOSA, WI

Design Element Project Proposal



We will help
people find your
place and fall in
love with it.

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Design Element Development

THE ROLE OF McD

// **WE ARE A PROFESSIONAL DESIGN DEVELOPMENT FIRM** that specializes in economic development, new resident and place marketing.

Our agency president, **Randy McDaniels**, has decades of experience in community brand development and has served as lead consultant for numerous tourism/economic development clients in a nine state region and throughout the State of Wisconsin, including Visit Milwaukee, WI, the Village of Greendale, WI, Visit Pleasant Prairie, WI, Calumet County, WI EDC, the Viroqua (WI) Chamber of Commerce, Visit Chicago Southland CVB, Lake of the Ozarks CVB, and many more destinations. The experience and industry insight he will bring to this effort is invaluable.

In addition to Randy, Creative Strategist **Jeff Erickson** based in our Milwaukee, WI office will help lead the project with the support of other McD staff. This will include a community research study to gather existing attributes, perceptions, opportunities and challenges to ensure the project successfully achieves your goals.

McDaniels Marketing is a member of Destinations International and supports the tourism associations for Wisconsin, Illinois, Iowa, Indiana, Kentucky, Missouri and Ohio.

Branding, THE ESSENCE

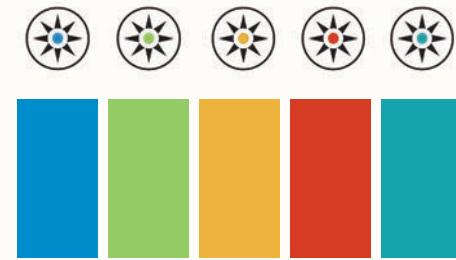
// CONSIDER YOUR CURRENT BRAND.

- + Is it unique?
- + Does it represent a positive experience?
- + Do you deliver on its promise?
- + Is it consistent?
- + Does it align to key destination drivers?

// A CURATED BRAND MAKES THE RIGHT IMPRESSION ON YOUR DEFINED TARGET AUDIENCE.

Every municipality has its challenges to overcome. What are people currently saying about your city? Is there a high level of awareness about your most positive attributes? Your brand isn't what you say and think about your city; it's what visitors say and think. It's the feeling they get when they roll across your city entrance. It's the uncontained excitement they bask in when enjoying one of your top attractions and the inspiration they feel when they hear stories from the locals. It's the perceived value they have in what your place offers.





A B C D E F G H I
 J K L M N O P Q
 R S T U V W X Y Z



MCHENRY Co.
 WONDERFUL PLACES • WIDE-OPEN SPACES ILLINOIS



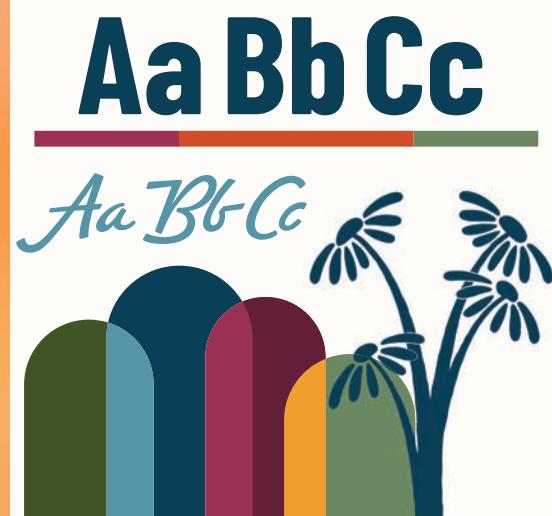
A B C D E F G H
 I J K L M N O P Q
 R S T U V W X Y Z



A B C 



A B C D E F G H
 I J K L M N O P Q
 R S T U V W X Y Z

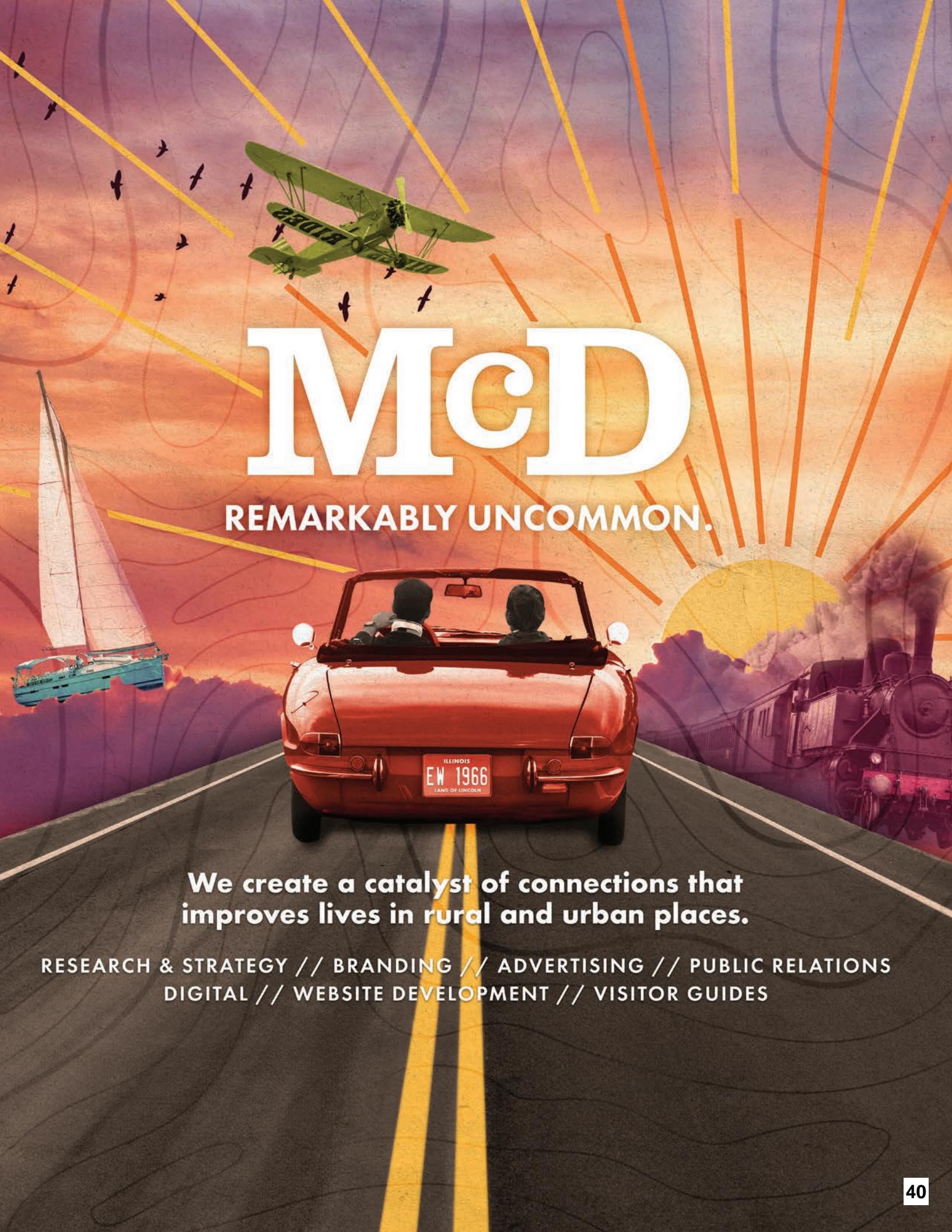


Project Goals & Background

WAUWATOSA, WI IS POISED FOR SUCCESS.

A community on the move, the City of Wauwatosa is evaluating the introduction of a new design element to complement its established identity. This initiative will not replace the City shield nor modify police or fire department patches in any way. The purpose of the project is to provide a modern, adaptable design feature that works in harmony with existing materials.





MCD

REMARKABLY UNCOMMON.

We create a catalyst of connections that improves lives in rural and urban places.

RESEARCH & STRATEGY // BRANDING // ADVERTISING // PUBLIC RELATIONS
DIGITAL // WEBSITE DEVELOPMENT // VISITOR GUIDES

ACHIEVING

Your Goals:

// DEVELOPING A DESIGN ELEMENT FOR THE CITY OF WAUWATOSA, WI

McDaniels Marketing is a full-service agency with the expertise to craft a unique design element that reflects the essence of Wauwatosa. Our approach will highlight the city's strengths and communicate its benefits to visitors, residents and business investors. We will ensure the design seamlessly aligns with and enhances the Wauwatosa brand, incorporating elements that capture its distinctive appeal.

// CREATE A DESIGN THAT IS ENGAGING AND ADAPTABLE ACROSS VARIOUS MEDIA

As we have done for so many other cities, we will develop a design that is flexible and adaptable to various print, digital, signage and wearable media. The design will also be flexible enough to grow and evolve along with any changes in the market.

// ENSURE THE NEW DESIGN ELEMENT IS ALIGNED WITH COMMUNITY VALUES AND CONTRIBUTES POSITIVELY TO THE CITY

The new Wauwatosa, WI design element will be authentic and resonate with leadership and residents in the area. Our research process will ensure key stakeholders will have direct, early and late input. Endorsement comes from giving people a voice in the process! With the McDaniels Marketing team on your side, that is a part of the process you can be confident in. Our team will develop and test the final design concepts before launch to achieve total community and private/public buy-in.

Our Plan & Methodology

WAUWATOSA IS A BEAUTIFUL CITY THAT OFFERS RIVERFRONT LIVING, ENTERTAINMENT, HISTORY AND FAMILY-FRIENDLY

AMENITIES. It's a diverse city teeming with life built upon community. A design element crafted by McDaniels Marketing is a design built on facts, creativity and a keen understanding of Place Marketing. This project is our sweet spot, and we are ready to dig in.



Our innovative team will deliver dramatic results for the City of Wauwatosa, Wisconsin by...

// REVIEWING the city's existing brand identity. Drawing on more than 20 years of community branding experience, we will develop a new design element that properly represents the city's advantages in a way that delivers results that are appreciated by all stakeholders.

// RESEARCHING community attributes based on listening and engagement sessions with stakeholders.

// DEVELOPING a SWOT analysis that defines the characteristics of your community that resonate with all external and internal target audiences.

// REPRESENTING your essence with a new design element that showcases your community's authentic and true character.

// CURATING fonts, colors and style choices that will be implemented in your overall marketing strategy.

Research & Design Plan

Our Design Development Research Process Will Commence As Follows:

Qualitative Research:

- + **CONDUCT** preliminary research of design and communication goals.
- + **DEFINE** design vision and direction.
- + **MANAGE** competitive research.
- + **OVERSEE** stakeholder research.

McD will engage both the public and internal stakeholders to gather perspectives on what makes Wauwatosa distinct and how residents, employees, and elected officials see the city's identity. To successfully accomplish this research, McD will conduct listening sessions with the following groups:

COMMUNITY LISTENING SESSION (1 hour): A group of people representing residents, commission representatives, and business owners. This will be a one-hour session with 12-15 people.

EMPLOYEE LISTENING SESSION (1 hour): City staff across departments share perspectives on community values and visual identity. One-hour sessions with 12-15 people.

ELECTED OFFICIAL LISTENING SESSION (1 hour): Discussion with Common Council. This would be an in-person meeting with elected officials.

In addition to the listening sessions, a digital survey may be created to gather additional stakeholder input.

- + **DEVELOP** a SWOT analysis that defines the direction of the design strategy.
- + **DETERMINE** existing and desired community attributes.
- + **REVIEW** design touchpoints throughout the community.
- + **ANALYZE** the vision and explore what visual icons, fonts, styles and symbols to consider.

Design Development:

- + **DEVELOP** mood boards and at least three distinct design concepts for review.
- + **STAKEHOLDER REVIEW GROUP**
A small review team will provide feedback, including the following:
Deputy City Administrator, Communications Manager, Communications Specialist, one member of the elected body with expertise in marketing and branding and one community member with expertise in marketing and branding.

Design Element Development Timeline:

PHASE I

Research, Community and Stakeholder Engagement (February 2026)

PHASE II

Concept and Design Development (March 2026)

PHASE III

Stakeholder Feedback and Design Refinement (April 2026)

FINAL DELIVERABLES

Final Design Concept with Example Applications (May 1, 2026)

Design Element Development Pricing:

Project Management & Consultation (14 hours @ \$150/hr) \$2,100

// PLANNING AND RESEARCH

Community Research, Interviews, SWOT analysis (20 hours @ \$150/hr) \$3,000

// BRAND DEVELOPMENT

Design Element Development (40 hours @ \$150/hr) \$6,000

Final Design and Application Examples (short brand book) (21 hours @ \$150/hr) \$3,150

Grand Total: \$14,250

NOTE: Each activity is limited to a set number of hours. All final artwork, copy and images will be wholly owned by the City of Wauwatosa, WI. Quote valid for 60 days, E.W. McDaniels, Inc. (dba McDaniels Marketing) reserves the right to submit a new estimate for any change in specifications. All customer alterations will be charged additional time and material. 60 days of notice is required for cancellation of this contract. All time and cost to date will be invoiced upon cancellation. By signing this document, persons whose signatures appear attest that the terms set forth in this agreement have been read and understood completely and that they agree to the terms and conditions of this proposal. Travel costs additional.



Your McD Team

The following McD professionals will serve as the core Wauwatosa team with support from the rest of the talented McD staff.

RESEARCH AND PROJECT MANAGEMENT:



**RANDY
McDANIELS**
President



**JEFF
ERICKSEN**
Creative Strategist



**JACOB
BRISBIN**
Client Growth Strategist

CREATIVE DESIGN AND CONCEPT DEVELOPMENT:

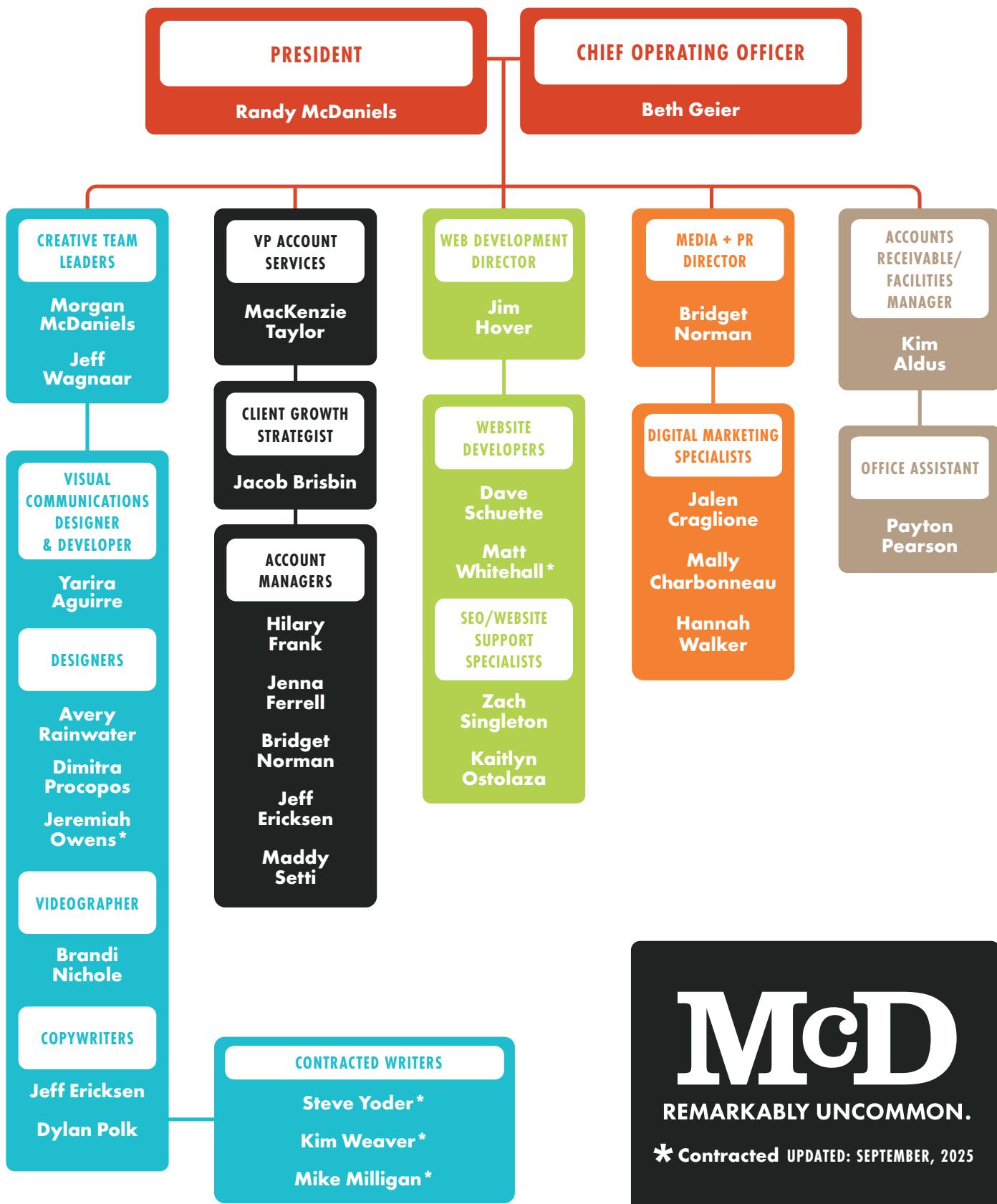


**MORGAN
McDANIELS**
Art Director



**YARIRA
AGUIRRE**
Visual Communications
Designer & Developer

A REMARKABLY UNCOMMON ORG CHART



McD
REMARKABLY UNCOMMON.

* Contracted UPDATED: SEPTEMBER, 2025

C U R R E N T C L I E N T R E F E R E N C E S

Sarah Howard, Executive Director
Visit Pleasant Prairie Wisconsin CVB
(262) 771-1079 | sarah@visitpleasantprairie.com

Allyson Servais, Executive Director
Viroqua Wisconsin Chamber of Commerce
(608) 637-2575 | allyson@viroquachamber.com

Jason Pausma, Economic Development Director
Calumet County, Wisconsin
(920) 849-1684 | jason.pausma@calumetcounty.org

Experience

Illinois



Iowa



LECLAIRE
IOWA

Fairfield
Tune Into Our Vibe



VISIT
Muscatine

Fort Madison
AREA IA TOURISM
LEGENDS AROUND EVERY BEND

EXPERIENCE
Indianola
THE SKY'S THE LIMIT

QUAD
CITIES
VISITQUADCITIES.COM

Indiana



VISIT
Shipshewana
AT THE HEART OF AMISH COUNTRY, INDIANA



Visit
Madison
INDIANA

PADUCAH
UNESCO CREATIVE CITY

MAYSVILLE
Explore Legendary Character

Michigan

south haven
ON LAKE MICHIGAN
Alive Anytime

CHART
Council of Hotel and
Restaurant Trainers

Minnesota



VISIT
WINONA
MINNESOTA

Kentucky

DEFIANCE
MAIN STREET & VISITORS BUREAU
IT'S OUR NATURE.

EXPLORE
HOCKING
HILLS OHIO USA
WELCOME TO WONDER

Missouri



SEDALIA
Convention & Visitors Bureau

LAKE OF THE OZARKS
Missouri's Lake & Outdoor Destination

Pulaski
county missouri USA



Warrensburg
MISSOURI
SMALL TOWN + BIG SOUL



Wisconsin



VIROQUA
CHAMBER

VISIT
MILWAUKEE

The
OSTHOFF
RESORT & SPA

Village of
GREENDALE
THE GARDEN COMMUNITY • WI

WISCONSIN
Calumet
County

GRAFTON
AREA CHAMBER OF COMMERCE

Case Studies

Defiance County, OH

STREAMS OF OPPORTUNITY

Defiance County, OH, is a region brimming with potential. From expansive outdoor areas featuring a world-class parks and trails system, wildlife reserves, and state parks to long-standing communities brimming with shopping and dining, museums, and historical landmarks, Defiance County truly represents the confluence of recreation, work and life.

THE CHALLENGE

In 2023, the Defiance Main Street & Visitors Bureau sought to modernize its visual identity, which by then had become dated, lacking both consistency across other community entities and an emotional appeal to potential visitors. The Defiance Main Street & Visitors Bureau approached McDaniels Marketing to complete a rebrand that would unify community entities — including the Main Street & Visitors Bureau and city and county governments — and promote the region as a premier destination to visit, live and work. McDaniels Marketing was also tasked to redesign the bureau's website and visitors guide utilizing the new brand, logos and colors with all-new design, writing and photography.

The Solution

// IT'S OUR NATURE

Working closely with the Defiance Main Street & Visitors Bureau and other local stakeholders, McDaniels Marketing crafted a strong brand that built on Defiance County's position as an outdoor destination and its legacy of daring and innovative enterprises by bold, outside-the-box thinkers, simultaneously honoring the region's proud history and its bright future.

THREE-POINT EMBELLISHMENT: Represents the three connecting rivers and recalls a sunrise, a symbol of opportunity



BRIDGE:
Represents the connections between four towns and closeness between the communities

BOLD TYPE: Represents strength and confidence



After spending months researching — including conducting focus group tests and visiting Defiance County in person — the McD team identified the strengths, weaknesses and opportunities inherent in Defiance County and leveraged that information to craft a new, unifying brand. The new brand family consists of logos for Defiance County, City of Defiance, and Defiance Main Street & Visitors Bureau. The logos' bold type represents the strength and confidence that has been present in the culture of these communities since the founding of Fort Defiance in 1794.

A bridge element represents the connections and closeness between the communities of Defiance County, and a three-point embellishment represents the three connecting rivers as well as a sunrise — a symbol of opportunity. Each logo has a specific primary color palette that works well with the others, creating brand unity throughout the family.

A new tagline, "It's Our Nature," leverages the city and county's bold name as an attitude shared by the community, positioning them as proud of their heritage and ready to defend it. The tagline also promotes the region's pristine natural areas — such as the rivers and nature preserves — for leisure and recreation.



THE BRAND PROMISE:

The streams of your life often seem to run parallel to one another — never meeting, always separate. While appearing disparate, these currents inch closer and closer until they converge in one special time and place. Defiance County, Ohio, captures the spirit of that existential confluence with unparalleled opportunities to visit, settle down, build your career, and enjoy your life. The rich earth provides moments of peaceful solitude in the wide-open, natural spaces that define the Northwest Ohio outdoors. Blaze a trail at Thoreau Wildlife Reserve, cast a line at Oxbow Lake and Wildlife Area, or stroll around paved paths of the Reservoir Nature Trail. Catch a breath of fresh air at our world-class parks, each boasting unique recreational activities for all ages including a water park, splash pad, and playgrounds. Launch a canoe or kayak and paddle not one, not two, but three pristine rivers — the Maumee, the Auglaize, and the Tiffin — each flowing from one adventure to the next through stunning, Midwestern environs. The stories of our forefathers live on at the historical sites that preserve our heritage, from the remains of our namesake fort to the well-preserved and immersive Auglaize Village. Get up close with global artifacts of a bygone era at the Andrew L. Tuttle Memorial Museum. Area residents steal the spotlight with local productions at the Defiance Community Auditorium and the Stroede Center for the Arts, while the intimate Huber Opera House and Civic Center welcomes touring and local acts to nearby Hicksville. Fallen in love with Defiance County and want to extend your stay much longer? Join a friendly community welcoming all walks of life and create the lifestyle you choose, from stately houses that have stood over city streets since the early 1820s to the home of your dreams built from the ground up. Equip your children with the knowledge and skills needed through their journey into adulthood at our public and private schools — and continue their education locally at our private institution, Defiance College. Want to bring your business vision to life? Join a supportive economic environment and follow in the footsteps of the innovative minds that have called Defiance County home — repurpose a historic storefront in a picturesque downtown or transform acres of undeveloped land into opportunity for both you and your future workforce. Discover the potential awaiting you in the Defiance area and follow the flow of life to an unforgettable convergence.

Based on the new graphic identity and messaging, the McD team then redesigned the Defiance website as well as its visitors guide, identifying some of the Defiance area's most important attributes that would become the focal point of its marketing efforts. This meant highlighting the region's historical attractions, outdoor spaces, and shopping and dining in Downtown Defiance. Gathering information from past materials, the Creative team and McD Digital worked together to outline both digital and print pieces and worked together to build each out with narrative-driven content and bright, crisp photography, resulting in two companion pieces that matched the fresh look established by the rebrand.

IMPACT & RESULTS

The new brand has provided a refreshed look for Defiance County, capturing the essence of a community that honors its past while looking ahead to a promising tomorrow. The website, which launched April 10, 2024, saw immediate success with its intuitive, user-friendly design and complete storytelling content providing valuable information for users seeking a getaway to Defiance County. From May to June, the website earned:

- + **1,403** new users
- + **919** engaged sessions
- + Ranking for **1,700** organic keywords (up 2% compared to the previous month)
- + **34,400** impressions



Welcome to Defiance, Ohio

IT'S OUR NATURE

The streams of your life often seem to run parallel to one another — never meeting, always separate. While appearing disparate, these currents inch closer and closer until they converge in one special time and place. Defiance County, OH, captures the spirit of that existential confluence with unparalleled opportunities to visit, settle down, build your career, and enjoy your life. With fantastic shopping, dining, and entertainment, discover the Defiance, Ohio area and follow the flow of life to an unforgettable convergence of fun and opportunity.



Jacksonville, IL

POSSIBILITIES UNCOVERED

THE STORY

Jacksonville, IL, is a city full of stories waiting to be told. Located mere minutes from Abraham Lincoln's hometown of Springfield, the historic charm and legendary stories of this small, Midwestern city stand watch over its expansive town square, a symbol of both the stories that shaped this community and those still being written today. As locally owned boutiques and eateries make their home in Jacksonville, the city is positioned as having both a monumental past and an up-and-coming future.

THE CHALLENGE

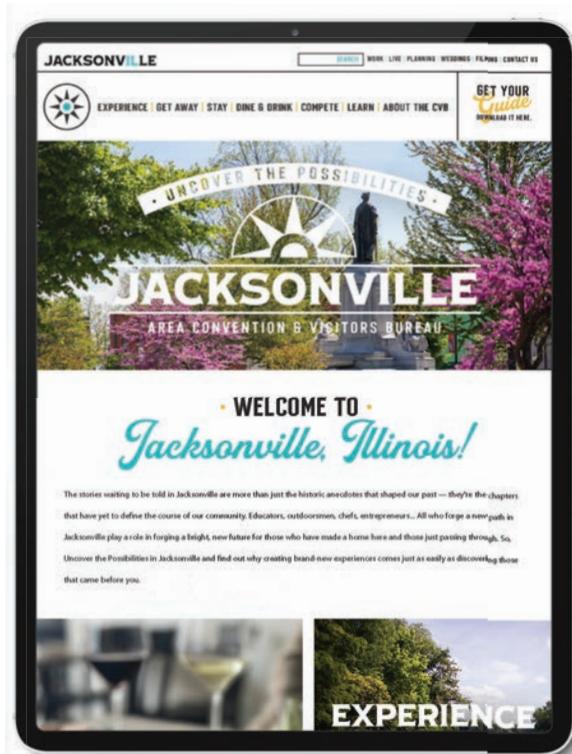
In 2021, the Jacksonville Area Convention & Visitors Bureau felt its brand was in need of modernization, having grown stale and lacking any sense of unification with other municipal entities, including the city government, Jacksonville Main Street and the Jacksonville Regional Economic Development Corporation. The Jacksonville Area CVB approached McDaniels Marketing to complete a rebrand to unify all five entities and promote the city as a destination to visit, live and work.

The Solution

The new brand family revolves around a central logo incorporating numerous visual elements representing various traits that define the city, from font choices reminiscent of a storied history and strong, blue-collar roots to a half-star icon representing the city's iconic Big Eli Wheel as well as a sunrise shining a light on the opportunities that lie ahead.

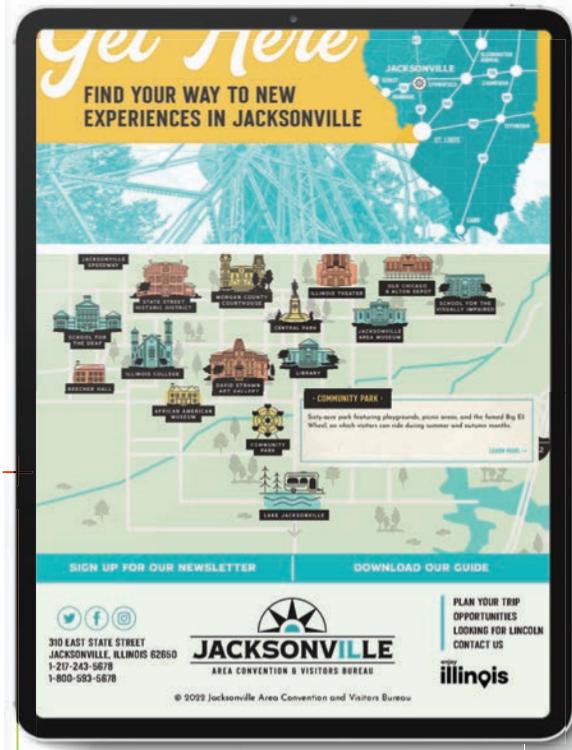
The logo also calls out the "IL" in "Jacksonville," setting it apart from other Jacksonvilles around the country. The tagline, "Uncover the Possibilities," refers to the stories and adventures just waiting to be discovered by those visiting or making the city their new home. Which brings us to the brand statements — the McD Team crafted four distinct brand promise statements describing what Jacksonville promises to new residents, visitors, businesses and even athletic groups.





"From what once looked to be a daunting task, McDaniels Marketing was able to guide us through every step of the way to create a brand that really felt like it represented all of us in some way."

—BRITTANY HENRY, Jacksonville Area CVB Executive Director



Brand Building for a Place off the Beaten Path That Can't Be Beat

// THE STORY

As nature beckons all to venture into the untamed, Hocking Hills, OH, lures visitors to revel in a verdant playground deep in the peaceful Appalachian foothills. Here, amid rising ridges, plunging hollows and flowing streams that cascade into rushing waterfalls, adventurers discover rugged trails winding through rolling topography, shaded by towering forests of beech trees and eastern hemlock. Caves carved into the hillside appear lifted from another time and place, while nearby communities showcase the creativity of local artists while and shine spotlight on the pioneers who came before. This is the definitive setting for a memorable, Southeastern Ohio getaway.

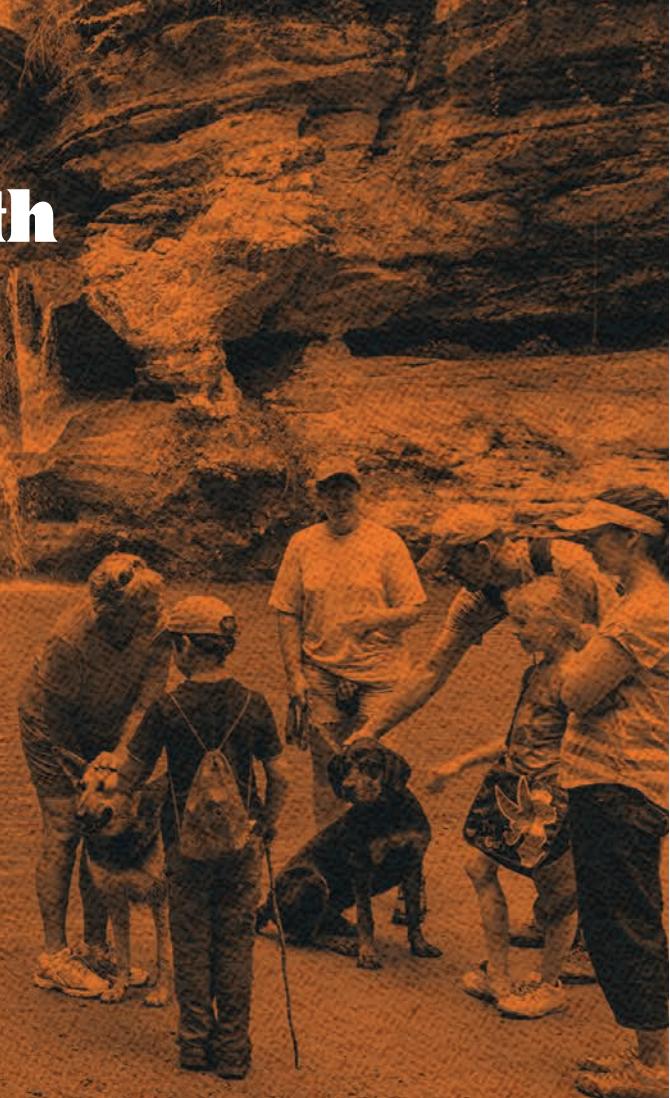
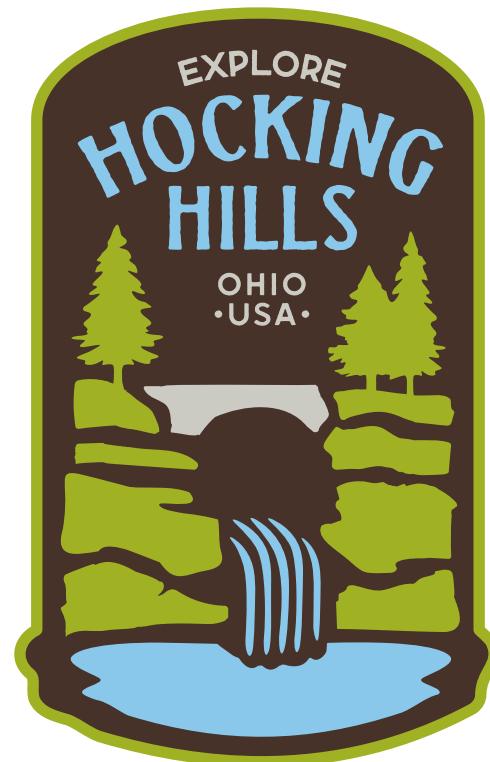
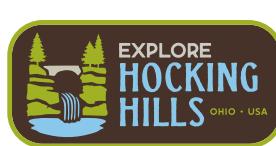
// THE CHALLENGE

In 2024, the Hocking Hills Tourism Association recognized its existing brand needed a refresh — having been in place for more than 15 years — to meet evolving market challenges and enhance community engagement. McDaniels Marketing set out to refine the association's brand positioning and in doing so, increase the visibility of the brand, appeal to a targeted audience and align with the community's expectations of how much greater this place could be.

// SERVICES: VISITOR INTERCEPT RESEARCH • REBRAND • BRAND STANDARDS GUIDE

// THE SOLUTION

Hocking Hills is more than just an outdoor destination — it's a diverse community teeming with life and a culture built on an amazing past and a bright future. McD set out to communicate the region's authentic, uncommon benefits and develop a cohesive brand that would position Hocking Hills as a world-class, year-round destination for adventure and leisure. Using a visitor intercept survey, the McD team learned more about visitors' perceptions of Hocking Hills, as well as strengths and weaknesses with the existing brand. From there, the McD team developed a SWOT analysis that pinpointed the region's strengths and subsequently led the creative team to identify opportunities for leveraging those features and marketing them to a broad audience of outdoor enthusiasts.



// THE SOLUTION (CONT.)

Using this information, the McD Creatives collaborated with Hocking Hills stakeholders to develop a cohesive visual identity system that could accommodate logos for both Hocking Hills as well as the City of Logan. Evoking the spirit of national or state park branding, the logo family naturally evolved from the existing branding and accurately summarized the most spectacular features of the area — majestic bluffs, lush forests, flowing streams and waterfalls — in earthy, natural tones, visually communicating the natural wonder of Hocking Hills. The team also developed a tagline that summed up the overall Hocking Hills experience: **Welcome to Wonder**.

// LAUNCH

Shortly after the brand was approved by the stakeholders, McD created variations of the logo, selected brand typefaces, developed a versatile color palette, and provided suggestions for other patterns and shapes that could be used in communication tools and tactics. All these elements were then compiled in a custom Brand Standards Guide.



Pleasant Prairie, WI

PERFECTLY PLEASANT

// THE STORY

The Village of Pleasant Prairie, WI, is a welcoming and dynamic community located along the southeastern border of Wisconsin just north of the Illinois state line. Known for its balance of natural beauty and modern convenience, Pleasant Prairie blends open green spaces, protected natural areas and recreational trails with vibrant retail districts and family-friendly amenities. From its expansive parks and lakefront views to its thriving shopping destinations like Pleasant Prairie Premium Outlets, the village offers a high quality of life for residents and an inviting experience for visitors.

THE CHALLENGE

In 2022, Sarah Howard was appointed as the organization's Executive Director after serving as the Director of Marketing for more than three years. They had been known as the Pleasant Prairie Visitors and Convention Bureau since the organization was established in fall 2018. In her new role, Sarah immediately rewrote and streamlined their mission and goals while restructuring the organization in a way that aligned with her (and now her board's) vision. Part of that effort included changing the organization's name and updating its go-to tagline to "It's Always Pleasant in the Prairie." Sarah redefined not only how the new organization would function, but also how it would look and sound. After two years of destination development projects, events and merchandise, Sarah then set out to find an agency that would match the momentum she had established. To start, she wanted to execute a brand refresh that aligned with her timeline goals for completely redesigning their website and developing their first-ever magazine. That's when the partnership with McDaniels Marketing began.

The Solution

As a full-service firm with vast experience in travel, tourism and DMO marketing experience, the McDaniels team was ready to tackle this challenge. Starting with research, information gathering and input from key stakeholders, a story started to unfold — a narrative that would eventually lead to a brand promise statement, a brand standards guide and a logo.



SCAN CODE TO
VIEW BRAND
STANDARDS



// THE RESULTS

Shortly after the logo was approved by Visit Pleasant Prairie Tourism leaders, the McD team went to work creating variations of the logo, selecting a font family, picking complementary colors, and providing suggestions [REDACTED] patterns and shapes that [REDACTED] be used in communications materials. All these elements [REDACTED] were then compiled in a [REDACTED] Brand Standards Guide. [REDACTED] were the building blocks [REDACTED] which guidebooks, merchandise, a new website and even a branded van could be [REDACTED]



"Each detail was crafted with attention and care to capture the essence of Pleasant Prairie. Our new color palette reflects the natural beauty surrounding us in the Village, while our bold 'P' symbolizes prairie grass, our access to fresh water at Lake Andrea and Lake Michigan, and the stunning sunrises and sunsets you can catch there." —SARAH HOWARD, Visit Pleasant Prairie Executive Director



Naturally McHenry County, IL

NEW BRAND IDENTITY

MCHENRY COUNTY GOES NATURAL

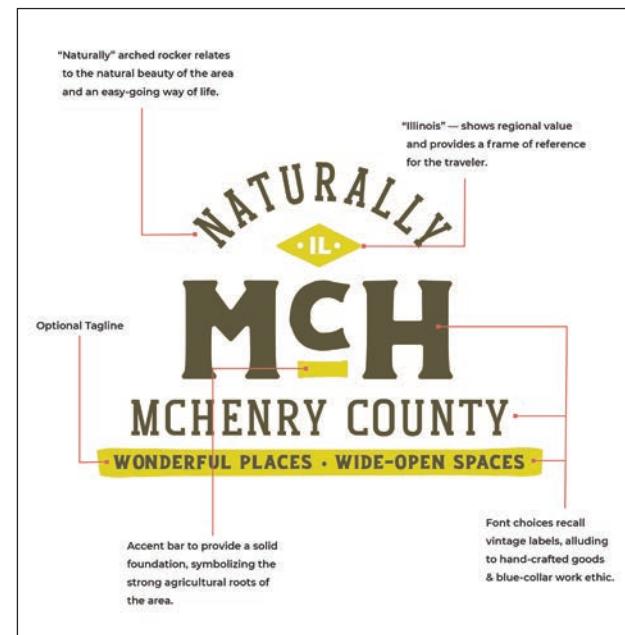
With gorgeous, natural vistas with miles of rivers, streams and trails, plus innumerable opportunities for shopping, dining and live entertainment, McHenry County, IL, is the quintessential Northern Illinois experience. From remarkable communities that blend seamlessly to breathtaking, wide-open spaces for outdoor recreation, McHenry County is positioned as a natural destination not just to visit, but to live and work with easy access to major metropolitan areas like Chicago, Rockford and Milwaukee.

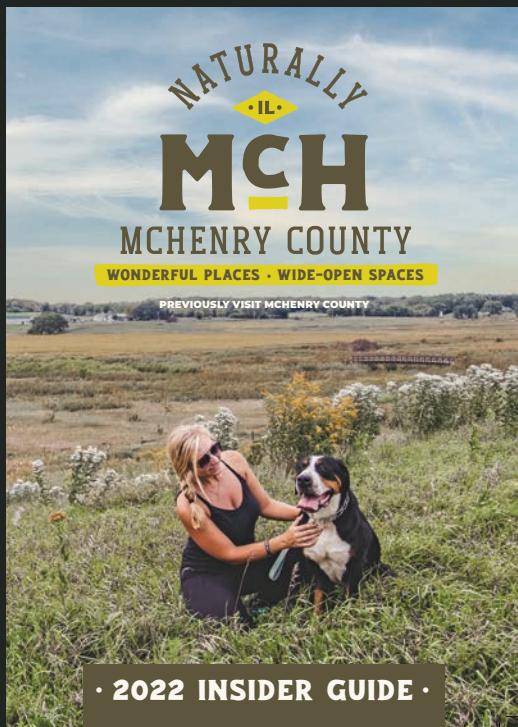
THE CHALLENGE

The leadership of Visit McHenry County felt its brand did not accurately reflect the positive changes throughout the county in recent years. Seeking a new brand that would position McHenry County as a natural destination for people looking for laid back living, Visit McHenry County approached McDaniels Marketing to complete a rebrand that would align the Tourism organization, the county government and the McHenry County Economic Development Corporation to better promote the county as a top choice to visit, live and work.

The Solution

McDaniels Marketing worked closely with Visit McHenry County, the county government and the MCEDC to develop a strong, unified brand to encourage visitors, businesses and potential residents to choose McHenry County. A months-long research process — including an in-person tour of the entire county — identified strengths and weaknesses in the Visit McHenry County branding, providing the McDaniels team with a clear understanding of what attributes should be highlighted. The new brand name is Naturally McHenry County. The brand logo representing the brand promise was inspired by the numerous traits that define McHenry County — from font choices reflecting vintage labels and hand-crafted goods — to design reflecting the county's natural beauty, strong agricultural roots and easygoing way of life. The tagline of "Wonderful Places — Wide-Open Spaces" conveys McHenry County's diverse mix of cities, towns and villages nestled amongst rivers, lakes and conservation areas.





McDaniels Marketing crafted three distinct brand statements to describe what McHenry County can promise to residents, visitors and business investors. New residents will find a diverse, energetic and interconnected community that blends seamlessly to provide opportunity and engagement for all ages. Tourists will discover a breath of fresh air from the hustle and bustle of life, from year-round agritourism attractions to a full calendar of events and festivals, and plenty of opportunities for indoor and outdoor fun.

Employers will discover an educated and professional workforce, not to mention quick access to both O'Hare and Rockford airports. With plenty of corporate parks and industrial space waiting to be developed and historic storefronts ready for their next thriving businesses, there's no better place for people to bring their dreams to life than McHenry County.

Finally, McDaniels Marketing worked in conjunction with Naturally McHenry County to write and design a brand-new Insider Guide, drawing inspiration from previous issues to create a smaller, bolder edition that incorporated more narrative-based writing from McDaniels' in-house copywriting team as well as local influencers — or insiders — resulting in a fresh, new perspective to match the county's fresh look.

WELCOME TO McHENRY

Naturally Neighborly

McHenry
FROM DOWNTOWN What's better than a downtown? Located along the Fox River, the Riverwalk is the perfect place to unwind and explore the many independent shops and restaurants from one downtown to the next.

Woodstock
REAL CHARMING With its classic architecture lining an iconic square, the county seat of McHenry is the type of city you'll always end up in over and over again. Nestled with a modern twist, Woodstock is a city that welcomes creativity and entrepreneurship.

Algonquin
THE FLAVOR OF NORTHERN ILLINOIS With a walkable downtown including independent eateries, pubs, Algonquin's newest flavor, The downtown district offers everything from award-winning Italian to daring wild game dishes, plus more than 20 rotating beers.

Crystal Lake
CLASSICALLY ADVENTUROUS Stunning, downtown Crystal Lake offers a relaxing, vintage shopping experience in its charming shopping center full of remarkable discoveries. With a thriving arts center and numerous events, Crystal Lake is the ideal place to get out and take part in brand-new experiences.

Huntley
BURSTING WITH COUNTRY CHARM Huntley boasts a population that's grown in the last decade, proving this is where people want to be. With a mix of country charm, enjoy delicious dining with the family — but leave the kiddos home for the annual Turkey Trottele Festival.

Island Lake
SERVING UP FUN Homes to nearly 8,000 residents, this small community hosts huge events every summer like takeovers, where you can enjoy live music and incredible fireworks displays! And if you're looking for a more laid-back mood, grab a bite and take in some beach volleyball!

Cary
HISTORIC CHARM On the banks of the Fox River, Cary is home to appealing options in historic settings. In summer, Cary turns into a suburban celebration with cruise nights and festivals.

Lake in the Hills
JUST PLAIN BEAUTIFUL Known for its location in the Little Lake in the Hills is home to its own airport. Here, you'll find a quaint yet exciting village with fun festivities at Sunset Park.

McHENRY COUNTY MADE

Summer Sunset Festival

NATURALLYMCHENRY

34

64

Village of Greendale, WI

GROWING AWARENESS FOR
A GARDEN COMMUNITY

//THE STORY

The Village of Greendale, WI is a peaceful and quaint place located just southwest of downtown Milwaukee. As one of only three Greenbelt Communities envisioned during the Great Depression to be the perfect fusion of the best of urban and rural lifestyles, Greendale is just that. With historically protected homes, gardens full of flowers, paths connecting people to parks and a central shopping area and village hall designed in a Colonial Williamsburg style, Greendale is a time capsule of idyllic Americana. A wonderful community to call home and a delightful destination for visitors.

THE CHALLENGE

Due to historical preservation and lacking open land for new development, The Village of Greendale suffered from a perception of being insular and unwelcoming. This, paired with the fact that neighboring communities could build modern homes and places for business also led to a sense that Greendale lacked vibrancy. Having a very outdated logo and virtually no branding or marketing efforts contributed to Greendale's problem of becoming a forgotten place.

The Solution

Let's turn perceived negatives into powerful positives. After researching the branding and marketing efforts of neighboring communities and conducting a survey with over 20 community stakeholders, the McDaniels team began to envision a new and refreshing path forward for The Village. In a world of 24-hour news cycles, addictive social media channels and artificial intelligence, we sought to position Greendale as the antithesis of a fast-paced, tech-focused world. A bubble of peace and harmony. A place to reimagine what life could be by recalling what was. Embracing the equity of their historic tagline, "The Garden Community," the team leaned into the greenery and floral elements that are so prevalent in The Village when creating the new logo and branding. At the heart of The Village is a place called Daffodil Park. Knowing this, we put a stylized version of the flower at the center of the design.



SCAN CODE TO
VIEW BRAND
STANDARDS



VILLAGE OF GREENDALE, WI CASE STUDY CONTINUED

"McDaniels Marketing brought exceptional preparation and creativity to Greendale's rebranding. As this was our first time developing a brand identity, we weren't sure how it would be embraced by all the stakeholders involved, but their team made it smooth and collaborative. The finished product of the logos and brand guidelines exceeded our expectations. We're proud of the result and grateful for their guidance and expertise."

— MIKE HAWES, ICMA-CM Village Manager for the Village of Greendale, WI

VILLAGE OF
GREENDALE
The Garden Community
•WI•



VILLAGE OF
GREENDALE
The Garden Community
•WI•



// LAUNCH

Shortly after the logo was unanimously approved by Village leaders, we went to work creating variations of the logo, selecting a font family, picking complementary colors and providing suggestions for other patterns and shapes that could be used in communications materials. All of these elements were then compiled in a custom Brand Standards Guide. Our team also helped prepare press documents announcing the rebrand and will assist The Village with the creation of wayfinding signage, light pole banners and collateral pieces.

Client Testimonial



I was very impressed with the approach McDaniels Marketing took to developing the Naturally McHenry County brand. The McDaniels Team worked with us every step of the way, from developing brand promises and taglines to finalizing the look and feel of the Insider Guide, assuring the direction they took our new identity aligned with the principles and values of the county. I'm so proud of our new look and grateful for all the work McDaniels Marketing provided along the way!"

- JAKI BERGGREN

Naturally McHenry County, IL • President & CEO

LET'S GET Started!

McD

McDaniels Marketing
4233 North Ardmore Ave
Shorewood, WI 53211
414.334.0657
www.mcdanielsmarketing.com

INTERGOVERNMENTAL AGREEMENT

TO CREATE

MILWAUKEE METRO FIRE RESCUE CORPORATION

Pursuant to the provisions of Wis. Stat. §§ 62.13(1m) and 66.0301(2), this agreement is made and entered into as of February 24, 2026, by and between the City of West Allis, a municipal corporation ("West Allis") and the City of Wauwatosa, a municipal corporation ("Wauwatosa") (individually the "municipality" and collectively the "municipalities"), to establish a joint fire department to provide fire protection and emergency services to both municipalities.

WHEREAS, the municipalities funded a study conducted by McMahon & Associates (the "Consultant") to determine the feasibility of combining their respective fire departments; and

WHEREAS, the Consultant determined that both fire departments are top-rated, highly skilled organizations with similar staffing, budgets, call volume, recruiting standards, and training standards;

WHEREAS, the Consultant found that each department was familiar with the other because they frequently worked together through recruiting, training, and mutual assistance; and

WHEREAS, the Consultant concluded that if the municipalities formed a joint fire department, they could maintain or improve fire and emergency services and save a combined estimated \$1.3 million in the first full year of operation and over \$7 million in the first five years compared to the cost of operating separately; and

WHEREAS, there are significant benefits to the municipalities by forming a joint fire department at this time. Specifically, each municipality would be eligible for tens of millions of dollars in innovation grant money pursuant to Wis. Stat. § 79.038. In addition, the levy limits imposed by Wis. Stat. § 66.0602 for a joint fire department are based upon consumer price index and not the unworkable net new construction standard; and

WHEREAS, the municipalities may create a joint fire department without losing legal protections currently available to them, such as discretionary immunity, damages caps, mutual assistance laws, and the police power afforded to fire officials; and

WHEREAS, the municipalities have found that creating a joint fire department is in the best interests of both communities;

NOW THEREFORE, in consideration of the following mutual covenants and conditions, the municipalities agree as follows:

1. Creation of Nonstock Corporation. The municipalities agree to be the sole incorporators for a nonstock, nonprofit corporation formed under Wis. Stat. Ch. 181 described in the articles of incorporation attached and marked as **Exhibit A**. The agent named in Exhibit

A shall file that document with the State of Wisconsin substantially in its form as attached.

2. Service Contract. The nonstock, nonprofit corporation created using Exhibit A shall provide fire protection and emergency services to the municipalities in accordance with the service contract marked as **Exhibit B** ("Service Contract"). The Service Contract shall establish the 2025 total cost to provide fire protection and emergency services for the municipalities ("2025 Combined Cost"). The municipal officials authorized to execute this intergovernmental agreement shall also execute Exhibit B substantially in its form as attached.
3. Joint Fire Commission. Pursuant to Wis. Stat. § 62.13(2)(c) a joint fire commission is created solely to exercise the powers and duties described in Wis. Stat. § 62.13(3) to (12) as they relate to the operation of MMFR. The joint fire commission shall be called the Milwaukee Metro Joint Fire Commission ("JFC"). All provisions under Wis. Stat. § 62.13 shall apply to the JFC, except as stated below:
 - 1) *Commissioners*. The JFC shall have up to 6 commissioners. West Allis shall appoint up to 3 commissioners to the JFC, and Wauwatosa shall appoint up to 3 commissioners to the JFC.
 - 2) *Terms*. The mayor from each municipality shall appoint the initial three commissioners, subject to approval by the respective common councils. The commissioners appointed shall serve staggered terms so that one commissioner's term from each municipality shall expire on May 3, 2027, and each of the subsequent two first Mondays of May. Thereafter, the mayor from each municipality shall annually, between the last Monday of April and the first Monday of May, appoint in writing to be filed with the secretary of the JFC, one commissioner for a term of 3 years, subject to approval by the respective common councils. Persons serving as commissioners shall serve until their respective successors are appointed and qualify, unless removed pursuant to Wis. Stat. § 17.12(1)(cm).
 - 3) *Officers*. The JFC shall elect a President and Secretary from among its membership who shall serve in that role until a new President or Secretary is elected.
 - 4) *Procedure*. Meetings of the JFC shall comply with open meetings laws under Wis. Stat. § 19.81, et seq. Further rules for the administration of this provision may be made by the JFC.
 - 5) *Voting Requirements*. The affirmative vote of a majority of the commissioners present is required on all issues brought before the JFC.
 - 6) *Compensation*. No compensation shall be paid to commissioners for their services, but they may be reimbursed for actual and necessary expenses incurred if so authorized by the JFC and budgeted.

7) *Vacancies.* Vacancies on the JFC shall be filled by appointment for any unexpired term by the appointing authority in the same manner as original appointments are made.

4. JFC Request for Resources. If the JFC requires resources to perform its duties, the JFC shall request such resources from MMFR by communicating its request to MMFR's board of directors.

5. Mandatory Municipal Payment Approval; initial 5 years. Each municipality shall annually approve payment to MMFR if the payment amount by each municipality is less than or equal to the following:

- Year 2026: 102.8340% of the amount funded by its tax levy in 2025 (prorated)
- Year 2027: 105.7483% of the amount funded by its tax levy in 2025
- Year 2028: 108.7452% of the amount funded by its tax levy in 2025
- Year 2029: 111.8271% of the amount funded by its tax levy in 2025
- Year 2030: 114.9962% of the amount funded by its tax levy in 2025

6. Mandatory Municipal Payment Approval; subsequent years. Starting in 2031 and each year thereafter, each municipality shall annually approve payment to MMFR if the payment amount by each municipality increases from the previous year by less than or equal to the following:

- 4%, or
- the percentage change in the U.S. consumer price index for all urban consumers, U.S. city average, as determined by the U.S. department of labor, for the 12 months ending on August 31 of the year of the levy, plus 2%

7. Request to Exceed Mandatory Municipal Payment Approval Amount. If MMFR proposes to the municipalities a payment amount in excess of the amounts stated above, the municipalities may approve payment to MMFR. In the event at least one municipality does not approve a payment request under this section by December 1, each municipality shall pay to MMFR an amount equal to the maximum amount for which payment is mandated above.

8. Compatibility of Offices. The municipalities find that it is compatible with his or her office for an individual to simultaneously serve on the Board and the JFC.

9. Retention of Previous Revenue. Each municipality shall retain any revenue earned while that municipality is providing fire protection and emergency services to MMFR through a staffing agreement. After termination of any staffing agreement between MMFR and the municipalities, all revenues from grants or fees received by the municipalities for fire protection or emergency services shall be transferred to MMFR.

10. Liability for Previous Expenses. Each municipality shall pay for any liabilities incurred while that municipality is providing fire protection and emergency services to MMFR through a staffing agreement. All liabilities incurred for fire protection or emergency services after termination of any staffing agreement between MMFR and the municipalities shall be the responsibility of MMFR.

11. Invoice and Payments.

- a. Year 2026. On the date fire protection and emergency services are transferred to MMFR, each municipality shall pay at least half of the amount owed by that municipality for 2026 plus a refundable equity contribution of \$1 million to create a working capital account. Each municipality shall pay the remaining balance by July 1, 2026.
- b. Year 2027 and Beyond. By December 15, 2026, and each December 15 thereafter, MMFR shall invoice each municipality for the subsequent year's payment amount. Each municipality shall pay at least half the amount due by January 31 of that subsequent year. Any balance remaining shall be paid by July 1 of that subsequent year.
- c. Nonpayment. If any municipality fails to make timely payment, MMFR or the municipality making payment in full may take any lawful action to compel payment of the amount owed. In addition to any sum in default, there shall be included in the judgement all allowed interest, costs, disbursements, and a reasonable sum as attorney's fees.
- d. Equity Contribution. MMFR shall retain the \$2 million in equity contributions from the municipalities for the initial term of the service contract. Thereafter, if MMFR has created a separate working capital account that independently provides sufficient working capital for MMFR's operations, MMFR may return the equity contributions to the municipalities only by majority vote of its members.

12. Termination. This intergovernmental agreement shall terminate upon the termination of the Service Contract or the dissolution of MMFR. If this intergovernmental agreement is terminated while MMFR is holding the municipalities' equity contributions, the municipality that caused the termination of this intergovernmental agreement shall receive 50% of its equity contribution. The municipality that did not cause the termination shall receive the remaining balance of the other municipality's equity contribution.

City of West Allis

Mayor

Clerk

City of Wauwatosa

Mayor

Clerk

DRAFT

EXHIBIT A

ARTICLES OF INCORPORATION

for

Milwaukee Metro Fire Rescue Corporation

ARTICLE 1 – NAME OF CORPORATION

The name of the corporation is Milwaukee Metro Fire Rescue Corporation.

ARTICLE 2 – INCORPORATION CHAPTER

The corporation is incorporated under Wis. Stat. Ch. 181.

ARTICLE 3 – MAILING ADDRESS

The mailing address of the initial principal office of the corporation: [Fill in Mailing Address]

ARTICLE 4 – STREET ADDRESS AND REGISTERED AGENT

The street address of the corporation's initial registered office and the name and e-mail address of its initial registered agent at that office:

Kail Decker
7525 West Greenfield Avenue
West Allis, WI 53214
kdecker@westalliswi.gov

ARTICLE 5 - PURPOSES

The limited purposes for which the corporation is organized are as follows:

- A. To operate a joint fire department organized under Wis. Stat. §§ 66.0301(2) and 62.13(1m) as a subdivision or agency of municipalities for the purposes of Wis. Stat. §§ 345.05 and 893.80.
- B. To operate a joint emergency medical services district organized by municipalities under Wis. Stat. § 66.0301(2).
- C. To operate as an instrumentality of municipalities for the purposes of Wis. Stat. §§ 40.02(28) and 111.70(1)(j).
- D. To operate as a nonprofit, charitable organization that is lessening of the burdens of government imposed upon municipalities under Wis. Stat. § 62.13(8) and register as a charitable organization under Wis. Stat. § 202.12(1) if allowed or required by law.

- E. To operate as a public organization engaged in firefighting consistent with the definition of "fire department" under Wis. Stat. § 66.0314(1)(c).
- F. To exercise the authority of an organization described in Wis. Stat. § 213.095 and any other authority granted to municipal fire departments in the State of Wisconsin.

ARTICLE 6 – INCORPORATORS

The name and address of each incorporator:

City of West Allis
7525 West Greenfield Avenue
West Allis, WI 53214

City of Wauwatosa
7725 West North Avenue
Wauwatosa, WI 53213

ARTICLE 7 – MEMBERS

The corporation will have 2 members: the City of West Allis and the City of Wauwatosa.

- A. Admission. The corporation may not admit any new members.
- B. Termination, expulsion and suspension. A member may be expelled by court order, but only if that member does any of the following: 1) fails to make timely payment to the corporation, or 2) enacts or adopts any provision that contradicts a policy of the corporation. A member who has been expelled shall be liable to the corporation for dues, assessments or fees because of obligations incurred or commitments made before expulsion or suspension.
- C. Purchase of memberships. The corporation is entitled to acquire for no consideration the membership of a member who resigns or whose membership is terminated, unless such consideration is separately established by contract with the corporation.
- D. Quorum requirements. More than 50 percent of the votes entitled to be cast on a matter must be represented at a meeting of members to constitute a quorum on that matter.
- E. Voting requirements. Each member shall have one vote. A member's vote may be cast by the chief executive officer of the municipality (or by any other officer or proxy appointed by the chief executive officer), with the majority approval of that member's legislative body.

ARTICLE 8 – BOARD OF DIRECTORS

- A. Other methods of electing directors. The board shall initially consist of 6 individuals. Pursuant to Wis. Stat. § 181.0726, the members shall appoint directors to the board. West Allis may appoint up to 3 individuals and Wauwatosa may appoint up to 3 individuals. A director shall be an individual, and each member shall determine the qualifications for and manner of choosing the directors it is authorized to appoint. The number of directors may be increased or decreased from time to time by a unanimous vote of the members. If the number of directors is increased or decreased, the members shall also state the number of directors each member is entitled to appoint.
- B. Election, designation and appointment of directors. All of the directors except the initial directors shall be appointed by, and serve at the pleasure of, the member who appointed them for a term of 3 years. The board shall be treated as a governmental body as that term is defined in Wis. Stat. § 19.82(1) and all meetings of the board shall comply with Subch. V of Wis. Stat. Ch. 19.
- C. Requirement for and duties of board. Pursuant to Wis. Stat. § 181.0801(3)(a), any power specified within, or necessarily related to Wis. Stat. §§ 62.13(3) to (12) is delegated to the joint fire commission established through an intergovernmental agreement between all members. The board shall have no authority to exercise any such delegated power, except the board may provide resources to the joint fire commission upon request.
- D. Initial Directors. The names and addresses of the natural persons who will serve as the initial directors, and their terms from the date of incorporation, are as follows:

Wauwatosa Directors

3-year initial term:

[Fill in Name]

7725 West North Avenue
Wauwatosa, WI 53213

2-year initial term:

[Fill in Name]

7725 West North Avenue
Wauwatosa, WI 53213

1-year initial term:

James Archambo
7725 West North Avenue
Wauwatosa, WI 53213

West Allis Directors

3-year initial term:

Dan Devine
7525 West Greenfield Avenue

West Allis, WI 53214

2-year initial term: Kevin Haass
7525 West Greenfield Avenue
West Allis, WI 53214

1-year initial term: Erin Hirn
7525 West Greenfield Avenue
West Allis, WI 53214

ARTICLE 9 – OFFICERS

The position of president is abrogated. The fire chief shall be an officer of the corporation, who shall have the same authority as a president, as that term is used in Wis. Stat. Ch. 181. The fire chief shall be appointed by the joint fire commission, and the fire chief's employment, promotion, and discipline shall be subject to Wis. Stat. § 62.13. The board may appoint a secretary and treasurer.

ARTICLE 10 – DISTRIBUTIONS

Pursuant to Wis. Stat. § 181.1301, the corporation is not authorized to make distributions.

ARTICLE 11 – MANAGEMENT

Due to Wis. Stat. § 19.83, action required or permitted by Wis. Stat. Ch. 181 to be approved by the members or board of directors shall be approved at a public meeting that satisfies the provisions of Subch. V of Wis. Stat. Ch. 19. No action may be taken by the members or board by written consent or written ballot in lieu of holding a public meeting.

The following provisions manage the business and regulate the affairs of the corporation.

- B. Budget. The board shall adopt an annual budget describing both capital and operating expenses for the subsequent calendar year in the form prescribed by Wis. Stat. § 65.90 and forward that budget request to the members.
- C. Payment of Charges. The corporation shall invoice members in a way that allows them to pay charges as described in Wis. Stat. § 66.0602(3)(h).
- D. Capital Expenses. The request shall separately list capital improvement expenses including, but not limited to, the structural construction of premises, purchases of apparatus and equipment which has a life of at least 5 years and a purchase price of at least \$25,000, and replacement or addition of building infrastructure.
- E. Sale of Assets. Approval of the members of a transaction described in Wis. Stat. § 181.1201(1) is required to do any of the following:
 - 1) Sell, lease, exchange or otherwise dispose of real estate.

- 2) Sell, lease, exchange or otherwise dispose of vehicles with a fair market value in excess of \$50,000.
- 3) Mortgage, pledge, dedicate to the repayment of indebtedness, whether with or without recourse, or otherwise encumber any or all of its property whether or not in the usual and regular course of its activities.

F. Operating Expenses. The request shall separately list operating expenses, including, but not limited to, the usual and ordinary cost of operation of the corporation, the operation and routine maintenance of buildings used by the corporation and the repair and the renewal of the corporation's physical assets including expenses and ordinary additions to its assets.

G. Voluntary Return of Equity Contribution. The corporation shall retain the \$2 million in equity contributions from the municipalities for the initial term of the service contract. Thereafter, if the corporation has created a separate working capital account that independently provides sufficient working capital for its operations, the corporation may return the equity contributions to the municipalities only by majority vote of its members.

ARTICLE 12 - DISTRIBUTION ON DISSOLUTION

Dissolution is authorized if it is approved by all of the following:

1. A unanimous vote by the board.
2. A unanimous vote by the members.

Commented [KD1]: I removed the explanation because it's already answered by Art. 7, Par. E

The plan of dissolution shall indicate the following:

1. All moneys within all corporation accounts shall be deposited into a general fund.
2. Real estate acquired from a member shall be sold at fair market value, and the member from whom it was acquired shall have a first right of refusal.
3. Real estate acquired from a person other than a member, and any other assets, shall be sold for fair market value to any person.
4. The proceeds from the sale of any asset shall first pay off any secured debt against that asset. Any remaining proceeds shall be deposited into the general fund. If the proceeds are insufficient to pay off secured debt, any remaining debt shall become unsecured debt.
5. All unsecured debts of the corporation shall be paid by money in the general fund. If moneys in the general fund are insufficient to pay for all unsecured debts of the corporation, the members shall pay off the unsecured debt in a proportion equal to the percentage of the budget for which that member is responsible in the year of dissolution.
6. Any moneys remaining in the general fund after payment of unsecured debt shall be distributed to the members in a proportion equal to the percentage of the budget for which that member is responsible in the year of dissolution.

ARTICLE 13 – BYLAWS

Any provision that is required by Wis. Stat. Ch. 181 shall be set forth in the bylaws. Any provision that is permitted by Wis. Stat. Ch. 181 may be set forth in the bylaws. If a provision of the articles of incorporation is inconsistent with a bylaw, the provision of the articles of incorporation controls.

This document was drafted by: Kail Decker

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BYLAWS

Initial bylaws adopted by the incorporators pursuant to Wis. Stat. § 181.0206(1).

Item 1 – Annual Budget

The board shall endeavor to create a budget and establish a payment amount by members no later than September 15 of the year preceding the budget year to provide fire protection and emergency services for all members. In that budget, the board shall endeavor to make the cost to each member no more than the following:

- a. Year 2026: 102.8340% of the amount funded by its tax levy in 2025 (prorated)
- b. Year 2027: 105.7483% of the amount funded by its tax levy in 2025
- c. Year 2028: 108.7452% of the amount funded by its tax levy in 2025
- d. Year 2029: 111.8271% of the amount funded by its tax levy in 2025
- e. Year 2030: 114.9962% of the amount funded by its tax levy in 2025

For Year 2031 and each year thereafter, the board shall endeavor to propose a budget to members no later than September 15 of the year preceding the budget year.

Item 2 – Rates Charged to Members

The board shall identify the total budget to each member, separately identifying all revenue sources – including, but not limited to, grants, fees, payments by the members.

Item 3 – Reimbursement for Professional Services

For Years 2026 to 2030, the corporation may receive professional services through a contract with its members in which its members provide services to the corporation. The following services shall be initially divided as follows:

- a. Wauwatosa: Human Resources Services and Finance Services
- b. West Allis: Legal Services and Information Technology Services

The corporation shall reimburse the municipalities the following amounts for each service provided:

- c. Year 2026: 102.8340% of 2025 total cost of service to both members (prorated)
- d. Year 2027: 105.7483% of 2025 total cost of service to both members
- e. Year 2028: 108.7452% of 2025 total cost of service to both members
- f. Year 2029: 111.8271% of 2025 total cost of service to both members
- g. Year 2030: 114.9962% of 2025 total cost of service to both members

Item 4 – Annual and Special Meetings

Pursuant to Wis. Stat. § 181.0701(1), the members shall hold an annual meeting of members at 4:00 p.m. on the third Tuesday of April. There shall be no other regular membership meetings. Special meetings may be called pursuant to Wis. Stat. § 181.0702. The corporation shall give notice of meetings of members as provided in Wis. Stat. § 19.81, et seq.

Item 5 - Contracted Fire Services

The corporation may enter into a contract to provide fire protection and emergency services to any city under Wis. Stat. § 62.13(8)(b), any village under Wis. Stat. § 61.65(2)(a)2., or any town under Wis. Stat. § 60.55(1)(a)3. A city, village, or town that contracts with the corporation for fire protection and/or emergency services shall pay at least the full cost of services provided, to be determined by the board.

Item 6 – Services Provided by Employees or Contractors

The corporation may provide fire protection and emergency services to the members through its employees or by subcontracting for fire protection and emergency services staff.

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EXHIBIT B

SERVICE CONTRACT

FOR FIRE PROTECTION AND EMERGENCY SERVICES

This service contract is made and entered into as of February 24, 2026, by and between Milwaukee Metro Fire Rescue Corporation, a domestic nonstock corporation formed under Wis. Stat. Ch. 181 ("MMFR"), the City of West Allis, a municipal corporation ("West Allis"), and the City of Wauwatosa, a municipal corporation ("Wauwatosa"), to transfer fire protection and emergency services previously performed by Wauwatosa and West Allis to MMFR. Wauwatosa and West Allis may be described individually as the "City" and collectively as the "Cities."

WHEREAS, the Cities wish to implement a plan to transfer the municipal services or duties of fire protection and emergency services within their municipal boundaries to a nonprofit organization by entering into this service contract; and

WHEREAS, the Cities provided all fire protection and emergency services in the year immediately preceding the year that the services or duties are transferred under this service contract; and

WHEREAS, by entering into this service contract, the Cities will realize savings for fire protection and emergency services while maintaining the appropriate level of such services; and

WHEREAS, MMFR is a nonprofit organization capable of providing fire protection and emergency service quality that is equal or better to the service quality provided by the Cities;

NOW THEREFORE, in consideration of the following mutual covenants and conditions, the parties agree as follows:

1. Term. This Contract shall commence on April 27, 2026, and expire on December 31, 2036. Thereafter, this Contract shall automatically renew for successive 6-year terms.
2. Services Transferred. Upon the commencement of the term of this Contract, the Cities transfer to MMFR the following services or duties that it previously performed, and MMFR shall perform such services or duties at an appropriate level on behalf of the Cities:
 - a. Fire protection
 - b. Emergency services
3. Facilities Lease. During the term of this Contract, the Cities shall offer to lease to MMFR, at a reasonable rate, the following real estate and may sell such real estate to MMFR for fair market value any time after January 1, 2031:
 - a. 1601 Underwood Avenue, Wauwatosa, WI 53213
 - b. 2040 South 67th Place, West Allis, WI 53219
 - c. 4187 North Mayfair Road, Wauwatosa, WI 53222
 - d. 7300 West National Avenue, West Allis, WI 53214
 - e. 10525 West Watertown Plank Road, Wauwatosa, WI 53226

- f. 10830 West Lapham Street, West Allis, WI 53214
- g. 11100 West Walnut Road, Wauwatosa, WI 53226

4. **Equipment Lease.** During the term of this Contract, the Cities shall offer to lease to MMFR, at a reasonable rate, any equipment owned by the Cities that MMFR determines to be necessary to provide fire protection and emergency services and may sell such equipment to MMFR for fair market value any time after January 1, 2031.
5. **Previous Cost of Services.** The total cost to the Cities to perform fire protection and emergency services in 2025 ("2025 Combined Cost"), was **\$34,401,240***, consisting of the following:
 - a. Wages
 - b. Fringe benefits
 - c. Training
 - d. Equipment
 - e. Facilities
 - f. Professional Services
6. **Payment for Services.**
 - a. Initial 5 Years. In exchange for MMFR performing fire protection and emergency services from 2026 to 2030, each City shall pay to MMFR the amount invoiced if the payment amount by each municipality is less than or equal to the following:
 - i. Year 2026: 102.8340% of the amount funded by its tax levy in 2025 (prorated)
 - ii. Year 2027: 105.7483% of the amount funded by its tax levy in 2025
 - iii. Year 2028: 108.7452% of the amount funded by its tax levy in 2025
 - iv. Year 2029: 111.8271% of the amount funded by its tax levy in 2025
 - v. Year 2030: 114.9962% of the amount funded by its tax levy in 2025
 - b. Subsequent Years. For Year 2031 and each year thereafter, each City shall pay to MMFR an amount requested by its board of directors ("Board") and approved by the Cities.
 - c. Form of Payment. Each City shall pay at least half the amount owed by January 31 of the year in which services are provided. The remaining balance, if any, shall be paid by July 1 of the year in which services are provided.
 - d. Other Revenue Sources. All revenue sources for fire protection and emergency services in the Cities, other than payment from a tax levy, shall remain with the Cities until termination of any staffing agreement. Upon termination of any staffing agreement, the City shall assign any future revenue sources to MMFR. At any time, MMFR may seek its own sources of other revenue.
7. **Allocation of Grant Money.** Innovation grant moneys awarded under Wis. Stat. § 79.038(1)(a)1.e., which is estimated to be five annual payments of **\$8,600,310***, shall be allocated to the Cities in the following annual amounts:
 - a. Wauwatosa: **\$4,376,665***
 - b. West Allis: **\$4,223,645***
8. **Amendments.** The parties may amend this agreement at any time by mutual agreement.
9. **Hold Harmless.** Any uninsured liability, cost or damages for personal injury, property damage, or any other loss of whatever nature incurred by MMFR, or any municipality by

reason of its participation in creating MMFR and specifically by reason of the services provided by MMFR, shall be the liability of MMFR.

10. Partial Invalidity. If any provision of this Agreement shall be held or declared invalid, illegal or unenforceable under any law applicable thereto, such provision shall be deemed deleted from this Agreement without impairing or prejudicing the validity, legality and enforceability of the remaining provisions hereof.
11. Mutual Aid Agreements. The mutual aid response agreements between the parties of this Agreement with other entities shall be assumed by MMFR.
12. Insurance. MMFR shall procure and maintain during the term of this Agreement sufficient insurance to cover all aspects of its operations including insurance for fire and other perils on the structures occupied by MMFR.
13. Prior Liabilities. Any general liability, special pension liability, debt, workers compensation or unemployment insurance obligations arising from incidents which occurred prior to April 27, 2026, shall remain the separate responsibility of each party.
14. Termination. Either party may terminate this agreement upon mutual agreement or if there is a material breach of this Contract that has remained uncured for 30 days. Upon termination, the parties shall work diligently to transfer services back to the municipalities as soon as practicable. Alternatively, a party may terminate this Contract without cause on or after the expiration of the initial term of this Service Agreement, but effective only upon December 31 of a year and by providing to the other party at least 2 years' advanced notice.

Signed and dated this _____ day of _____, 2026.

City of West Allis

Name: _____
Title: _____

City of Wauwatosa

Name: _____
Title: _____

Milwaukee Metro Fire Rescue Corporation

Name: _____
Title: _____

EXHIBIT C

STAFFING AGREEMENT

FOR FIRE PROTECTION AND EMERGENCY SERVICES

The City of West Allis, with its principal office located at 7525 West Greenfield Avenue, West Allis, WI 53214, and the City of Wauwatosa, with its principal office located at 7725 West North Avenue, Wauwatosa, WI 53213, (collectively "STAFFING FIRM"), and Milwaukee Metro Fire Rescue Corporation, with its principal office located at [REDACTED] ("CLIENT") agree to the terms and conditions set forth in this Staffing Agreement (the "Agreement").

1. **STAFFING FIRM Duties and Responsibilities.** STAFFING FIRM will:
 - a. Recruit, screen, interview, hire, and assign sufficient employees to perform fire protection and emergency services ("Assigned Employees") for CLIENT and will, as the employer of those employees, be responsible for the following:
 - i. Pay Assigned Employees' wages and provide them with the benefits that STAFFING FIRM offers to them;
 - ii. Pay, withhold, and transmit payroll taxes; provide unemployment insurance and workers' compensation benefits; and handle unemployment and workers' compensation claims involving Assigned Employees;
 - iii. Ensure Assigned Employees are not entitled to holidays, vacations, disability benefits, insurance, pensions, or retirement plans, or any other benefits offered or provided by CLIENT; and
 - b. Comply with federal, state and local labor and employment laws applicable to Assigned Employees, including the Immigration Reform and Control Act of 1986; the Internal Revenue Code ("Code"); the Employee Retirement Income Security Act ("ERISA"); the Health Insurance Portability and Accountability Act ("HIPAA"); the Family Medical Leave Act; Title VII of the Civil Rights Act of 1964; the Americans with Disabilities Act; the Fair Labor Standards Act; the Consolidated Omnibus Budget Reconciliation Act ("COBRA"); the Uniformed Services Employment and Reemployment Rights Act of 1994; and, as set forth in subparagraph g. below, the Patient Protection and Affordable Care Act (ACA).
 - c. Comply with all provisions of the ACA applicable to Assigned Employees, including the employer shared responsibility provisions relating to the offer of "minimum essential coverage" to "full-time" employees (as those terms are defined in Code §4980H and related regulations) and the applicable employer information reporting provisions under Code §6055 and §6056 and related regulations.
 - d. Provide facilities and equipment necessary for Assigned Employees to perform fire protection and emergency services for CLIENT.
2. **Right to Control.** In addition to STAFFING FIRM'S duties and responsibilities set forth in paragraph 1, STAFFING FIRM, as the employer, has the right to physically inspect the

work site and work processes; to review and address, unilaterally or in coordination with CLIENT, Assigned Employee work performance issues; and to enforce STAFFING FIRM's employment policies relating to Assigned Employee conduct at the worksite.

3. CLIENT Duties and Responsibilities. CLIENT will:

- a. Accept the work of Assigned Employees performing fire protection and emergency services;
- b. Exclude Assigned Employees from CLIENT's benefit plans, policies, and practices, and not make any offer or promise relating to Assigned Employees' compensation or benefits.

4. Payment Terms, Bill Rates, and Fees.

- a. CLIENT will pay STAFFING FIRM for its performance the same amount STAFFING FIRM pays to CLIENT to provide such services under a service agreement between the parties. Payment is due on receipt of invoice.

5. Cooperation. The parties agree to cooperate fully and to provide assistance to the other party in the investigation and resolution of any complaints, claims, actions, or proceedings that may be brought by or that may involve Assigned Employees.

6. Indemnification and Limitation of Liability.

- a. To the extent permitted by law, STAFFING FIRM will defend, indemnify, and hold CLIENT and its parent, subsidiaries, directors, officers, agents, representatives, and employees harmless from all claims, losses, and liabilities (including reasonable attorneys' fees) to the extent caused by STAFFING FIRM's breach of this Agreement; its failure to discharge its duties and responsibilities set forth in paragraph 1; or the negligence, gross negligence, or willful misconduct of STAFFING FIRM or STAFFING FIRM's officers, employees, or authorized agents in the discharge of those duties and responsibilities.

7. Terms Surviving Beyond Termination. Provisions of this Agreement, which by their terms extend beyond the termination or nonrenewal of this Agreement, will remain effective after termination or nonrenewal.

8. Amendments. No provision of this Agreement may be amended or waived unless agreed to in a writing signed by the parties.

9. Severability. Each provision of this Agreement will be considered severable, such that if any one provision or clause conflicts with existing or future applicable law or may not be given full effect because of such law, no other provision that can operate without the conflicting provision or clause will be affected.

10. Previous Terms Superseded. This Agreement and the exhibits attached to it contain the entire understanding between the parties and supersede all prior agreements and understandings relating to the subject matter of the Agreement.

11. No Waiver. The failure of a party to enforce the provisions of this Agreement will not be a waiver of any provision or the right of such party thereafter to enforce each and every provision of this Agreement.
12. Not Assignable. CLIENT will not transfer or assign this Agreement without STAFFING FIRM's written consent.
13. Notice. Any notice or other communication will be deemed to be properly given only when sent via the United States Postal Service or a nationally recognized courier, addressed as shown on the first page of this Agreement.
14. Force Majeure. Neither party will be responsible for failure or delay in performance of this Agreement if the failure or delay is due to labor disputes, strikes, fire, riot, war, terrorism, acts of God, or any other causes beyond the control of the nonperforming party.
15. Term of Agreement. This Agreement will commence on April 27, 2026. The Agreement may be terminated by either party by providing notice to the other party.

Authorized representatives of the parties have executed this Agreement below to express the parties' agreement to its terms.

Signed and dated this 24th day of February, 2026.

City of West Allis

Name: _____
Title: _____

City of Wauwatosa

Name: _____
Title: _____

Milwaukee Metro Fire Rescue Corporation

Name: _____
Title: _____