



Wauwatosa, WI

7725 W. North Avenue
Wauwatosa, WI 53213

Milwaukee Metro Fire Rescue Board of Directors

Meeting Agenda - Final

Wednesday, June 17, 2026

5:30 PM

West Allis City Hall - Common Council
Chambers and Microsoft Teams
7525 W. Greenfield Avenue
West Allis, WI 53214

HYBRID MEETING INFORMATION

Members of the public may observe the meeting via Microsoft Teams at the link below:

<https://teams.cloud.microsoft/>

Meeting ID: 227 725 651 430 951

Passcode: Fb2Vu3vz

CALL TO ORDER

ROLL CALL

NEW BUSINESS

1. Approval of minutes of the April 15 and May 20 regular Milwaukee Metro Fire Rescue Board of Directors meetings [26-1098](#)
2. Consideration of selection of CI Design for the Milwaukee Metro Fire Rescue (MMFR) rebrand project [26-1138](#)
3. Benefits Presentation & Discussion [26-1137](#)
4. Overview of current agency metrics and framework that will guide future organizational performance measurement and reporting for Milwaukee Metro Fire/Rescue [26-1097](#)
5. Discussion of future Milwaukee Metro Fire Rescue Board of Directors meeting agenda items [26-1139](#)
6. Update on collective bargaining with firefighters' association with direction from the board for future negotiations [26-1136](#)

The board may convene in closed session for this item pursuant to the provisions of Wis. Stat. Section 19.85(1)(e) for the purpose of deliberating or negotiating a collective bargaining agreement to the extent competitive or bargaining reasons require a closed session. The board may reconvene in open session after completion of the closed session to consider the balance of the agenda.

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
Milwaukee Metro Fire Rescue Board
of Directors
Meeting Minutes

Wednesday, April 15, 2026

5:30 PM

West Allis City Hall and Microsoft
Teams
Common Council Chambers
7525 W. Greenfield Avenue
West Allis, WI 53214

Regular Meeting

CALL TO ORDER

Director McBride called the meeting to order at 5:35 PM.

ROLL CALL

Present 7 Director Dennis McBride
Director Dan Devine
Director James Archambo
Director Kevin Haass
Director Erin Hirn
Director Phillip Morris
James Moldenhauer

APPROVAL OF MINUTES

1. Approval of minutes from the March 11, 2026 special meeting [26-0699](#)

Director McBride made a motion to make the following changes on the final version of the March 11, 2026 minutes and requested that the motion include the vote count and noted that motion language was missing. On the first page under Item F, it was noted that Kevin Hauss moved to authorize the interim president; in the third subsection under Item F, the word "to" should be added. Moved by Director Devine and seconded by Director Haass. Motion carried 7-0.

NEW BUSINESS

1. Consideration of adoption of a Purchasing Policy [26-0710](#)

John Ruggini, Finance Director for the City of Wauwatosa, presented the item.

Director Hirn made a motion to include a request to change language on page two from "City Standards" to "MMFRB Standards," and change any instances of "Commission" to "Board of Directors."

RESULT: APPROVED
MOVER: Erin Hirn
SECONDER: Kevin Haass

Aye: 7 McBride, Devine, Archambo, Haass, Hirn, Morris, and Moldenhauer

2. Discussion and consideration of Fire Chief recruitment process and [26-0701](#)

materials

Beth Mbow, Human Resources Director for the City of Wauwatosa, presented the item.

RESULT: APPROVED
MOVER: James Archambo
SECONDER: James Moldenhauer

Aye: 7 McBride, Devine, Archambo, Haass, Hirn, Morris, and Moldenhauer

3. Consideration of recommended pay structure and philosophy for non-represented Milwaukee Metro Fire Rescue employees [26-0725](#)

Beth Mbow, Human Resources Director for the City of Wauwatosa, presented the item.

RESULT: APPROVED
MOVER: James Moldenhauer
SECONDER: Erin Hirn

Aye: 7 McBride, Devine, Archambo, Haass, Hirn, Morris, and Moldenhauer

4. Consideration of appointing City of Wauwatosa Human Resources Director, Beth Mbow, to the Milwaukee Metro Fire and Rescue Department collective bargaining team [26-0702](#)

Beth Mbow, Human Resources Director for the City of Wauwatosa, presented the item.

RESULT: APPROVED
MOVER: Kevin Haass
SECONDER: Dan Devine

Aye: 7 McBride, Devine, Archambo, Haass, Hirn, Morris, and Moldenhauer

5. Discussion related to the request for proposals process and scope of work for agency services related to the creation of a unified identity for the Milwaukee Metro Fire Rescue [26-0703](#)

Robert Barwick, Senior Buyer and Amy Grau, Marketing Director for the City of West Allis, presented the item.

RESULT: NO ACTION TAKEN

6. Notice of annual meeting of members scheduled for April 21, 2026 at 4:00 p.m. [26-0726](#)

Attorney Kaiol Decker for the City of West Allis, presented the item.

RESULT: NO ACTION TAKEN

7. Update on collective bargaining with firefighters' association with direction from the board for future negotiations [26-0704](#)

Director Decker for the City of West Allis, presented the item.

Motion by Director Archambo to enter into closed session pursuant to Wis. Stat. Section 19.85(1)(e) for the purpose of deliberating or negotiating a collective bargaining agreement to the extent competitive or bargaining reasons require a closed session. The board may reconvene in open session after completion of the closed session to consider the balance of the agenda. Second by Director Hirn. Motion passed 7-0.

ADJOURNMENT

Meeting adjourned at 6:32 PM.

MEMORANDUM

To: Board of Directors

From: Amy Grau, Marketing Director

Subject: Selection of CI Design for the Milwaukee Metro Fire Rescue Rebrand

Date: June 17, 2026

I am pleased to inform you that, following a thorough review process, we have selected **CI Design** as the agency partner for the **Milwaukee Metro Fire Rescue (MMFR) Rebrand Project**. After evaluating proposals, conducting interviews, and discussing internally with project committee members, our team unanimously feels that CI Design is the best fit to support this important and complex initiative.

Cost Evaluation and Rationale for Selection

The total proposed cost for the project is **\$60,000**. Of the eight agencies that responded to the RFP, CI Design submitted the **lowest-priced proposal** while also offering the **most comprehensive set of deliverables**. The other proposals ranged from **\$72,000 to more than \$200,000**. After interviewing three finalist agencies, the committee concluded that CI Design not only meets the full scope outlined in the RFP at a significantly lower cost but also provides the opportunity to expand the deliverables within the \$60,000 total—resulting in greater value than any of the competing proposals. For these reasons, the committee unanimously selected CI Design as the agency to move forward.

Original Scope

The following deliverables were outlined in the original RFP and are included in the cost proposal provided by CI Design:

- Development of the **primary MMFR logo**
- Creation of **brand assets** including the badge and supporting design elements
- A comprehensive **brand style guide**
- A **one-page brand overview**
- Multiple **versions and formats** of the logo and design assets for use across:
 - Uniforms
 - Vehicles
 - Equipment
 - Firehouse signage

- Additional operational applications

These assets will form a flexible brand system rather than a single universal logo. This ensures that the brand can be appropriately applied across the wide variety of MMFR needs.

Critical Process Component: Focus Group Tone & Approach

As part of onboarding CI Design, we will hold an alignment meeting with the chiefs and myself prior to any firehouse visits or focus groups.

Two distinct organizational cultures exist within the merging departments, and many staff members remain hesitant about change. Establishing the proper tone before stakeholder engagement will help ensure meaningful participation and stronger outcomes.

Additions to the Scope

During interviews, CI Design presented additional opportunities related to:

- **Location-specific branding** for individual firehouses
- **Messaging development** to support internal alignment and departmental culture integration

We are exploring what could be added to keeping the total project cost **at or below \$60,000**.

These additions will help establish consistent brand application across firehouses with different histories and identities, while still allowing thoughtful customization where appropriate.

Next Steps

We will be meeting with CI Design next week to:

- Confirm project timelines
- Align on tone, process, and stakeholder engagement
- Review potential additions to the scope
- Finalize deliverables within the approved budget range

We remain committed to completing the project within the original timeline, even with possible scope enhancements.

CI Design demonstrated a clear understanding of the significance of this merger and the cultural nuances involved. Their thoughtful approach and alignment with MMFR's mission make them a strong partner for creating a brand that represents and unifies the organization.

Milwaukee Metro Fire & Rescue (MMFR) Benefit Presentation

June 17, 2026

Topics



- 1** Work That Has Been Done
- 2** Current and Ongoing Work
- 3** Next Steps – Health Insurance Plan
- 4** Other Considerations

Work Completed

- **Compliance: research into legality of MMFR's ability to join the City of Wauwatosa's plan**
 - » Federal and State law: MEWA (Multiple Employer Welfare Agreement) are strict laws that rule multi-employer benefits.
 - » The law expressly permits certain local governmental units to jointly provide health care benefits.
- **Union Contract Comparison**
 - » Comparison of mandatory subjects of bargaining related to health insurance – premium contributions
- **Detailed Comparison of Health Plan Design**
 - » Plan design details (networks, deductibles, premiums, etc) for represented and non-represented employees, full and part-time status
 - » Analysis of plan costs, financial impact to MMFR and employees
 - » Analysis of impact of changes on members

Health Plan Comparison - Overview

Benefit	City of Wauwatosa	City of West Allis
Health Insurance		
Medical Administrator	United Healthcare	Anthem
PBM	OptumRx	Serve You
Network	Nexus ACO (narrow)	PPO (Blue Priority network) – Represented / Fire HDHP (Broad) – Non-Represented
HRA Eligible	Yes, includes rollover	No
Contributory	Yes (4 Tier Rates)	Yes (3 Tier Rates)
Wellness Incentive (Represented)	15% with HRA, 27% without HRA	15% with HRA, 20% without HRA
Workplace Clinic		
Onsite / Nearsite	Onsite	Nearsite- 5 locations
Manager	Froedtert	QuadMed (West Allis and Sussex closest locations)
Eligibility	All members enrolled on City's health plan	All members enrolled on City's health plan
Wellness Program		
Manager	Froedtert Workforce Health	Wellworks For You
Primary Components	+Online Health Risk Assessment +Biometric Screening and Education +Compliance with Age-Appropriate Cancer Screenings +Outcome based incentive program	+Online Health Risk Assessment +Annual Physical with PCP +Activity based incentive program
Flexible Savings Account		
Carrier	UHC	EBC
Accounts	Health and Dependent	Health and Dependent *Eligible following 2 months employment for Health and 1st paycheck following date of hire for Dependent

Benefit Comparison - Overview

Benefit	City of Wauwatosa	City of West Allis
Plan Year	January 1 - December 31	March 1 - February 28
Family Savings Plan		
Medical Opt-Out Incentive	Not Applicable	Up to \$10,600 Single / \$21,000 Family for eligible out of pocket health expense & premium up to \$1,200 / month (only if other plan is more expensive than City of West Allis premium). Eligibility begins after 6 continuous months enrolled on a City health insurance plan.

Current Medical Plan – Core Plan Comparison

	City of Wauwatosa UHC / Nexus ACO		City of West Allis Anthem / Blue Priority	Key Differentiators
	Nexus ACO Tier 1	Nexus ACO Tier 2	PPO Blue Priority In-Network	
Deductible (Single / Family)	\$1,500 / \$3,000	\$2,000 / \$4,000	\$500 / \$1,500 (Rep) \$250 / \$750 (Non-Rep)	<ul style="list-style-type: none"> Less disruptive to assume Nexus ACO for most employees West Allis Lower Deductible Wauwatosa Deductible can be offset by HRA
Coinsurance	20%	40%	20% Coinsurance	<ul style="list-style-type: none"> Similar assuming Nexus ACO Tier 1 providers
Out of Pocket Max - Medical (Single / Family)	\$4,000 / \$8,000	\$4,500 / \$9,000	\$3,500 / \$7,000	<ul style="list-style-type: none"> Wauwatosa Out-of-Pocket is higher but includes medical & prescription West Allis includes a separate Rx Out of Pocket maximum
Out of Pocket Max – Prescription (Single / Family)	N/A		\$1,500 / \$3,000	
Preventive Care / Screenings	No Cost Share	No Cost Share	No Cost Share	<ul style="list-style-type: none"> Preventive care covered at 100%
Office Visit	Deductible / Coinsurance	Deductible / Coinsurance	\$35 Primary Care Copay \$50 Specialist Copay	<ul style="list-style-type: none"> West Allis copays offer a more predictable cost until the individual deductible limit is met
Emergency Room	\$200 Copay + Deductible / Coinsurance	\$200 Copay + Deductible / Coinsurance	\$350 Copay + 20%	<ul style="list-style-type: none"> Mixed, member cost share varies if the deductible has been met If deductible has not been met, lower total out of pocket for the West Allis plan
HRA Contribution (Single / Family)	HRA			<ul style="list-style-type: none"> Wauwatosa HRA includes a rollover option up to \$2,000 Single and \$4,000 Family Wauwatosa offers a stronger wellness incentive
Platinum & Silver	\$500 / \$1,000		N/A	
Gold	\$0 / \$500		N/A	

*City of West Allis Non-Represented Employees also have access to a High-Deductible Health Plan with an HSA contribution
 Out of network not included in summary comparison

Current Medical / Rx - Financial Comparison

Plan Sponsor: Medical Carrier / Network: Prescription Benefit Manager:	City of Wauwatosa UHC Nexus ACO OptumRx (PBM)	City of West Allis Anthem Blue Priority Serve You (PBM)
Monthly Premium Equivalent (Total Premium)		
Single	\$837.12	\$916.86
EE/SP (City of West Allis Single +1)	\$2,092.80	\$1,792.01
EE/Child(ren) (City of West Allis Single +1)	\$1,674.24	\$1,792.01
Family	\$2,511.36	\$2,676.87
Monthly Employee Rates	Platinum (15%)	Represented with HRA (15%)
Monthly Employee Contributions		
Single	\$125.56	\$137.53
EE/SP	\$313.92	\$268.80
EE/CH	\$251.14	\$268.80
Family	\$376.70	\$401.53
Net Employer Contribution	Platinum (15%)	Represented with HRA (15%)
Single	\$711.56	\$779.33
EE/SP	\$1,778.88	\$1,523.21
EE/CH	\$1,423.10	\$1,523.21
Family	\$2,134.66	\$2,275.34

- Employer budget and employee affordability (per paycheck cost) favors Wauwatosa
- Wauwatosa offers a 4-tier contribution rate (compared to 3-tier)

Non-Incentive Contribution: 27% City of Wauwatosa Rep, 20% City of West Allis Rep

Medical Carriers / Plans Reviewed

1. Include with City of Wauwatosa Plan Administration
 - » Join City of Wauwatosa's Plan
2. Standalone Self-Funded Plan Option
 - » Match City of Wauwatosa Plan Design / Network
3. Wisconsin State Plan Options
4. IAFF Health & Welfare Trust (Self-Funded Trust, operates as a Fully Insured plan for employer purposes)
 - » Participation
 - 85 Locals
 - 5,700+ Fire Fighters
 - 14,000 members
 - » Plan Options
 - 30 Medical Plans Available
 - 1 Rx Plan Available
 - » Participating plans in AK, AZ, CA, CT, ID, IL, KS, LA, MO, MV, NY, OR & WA

Considerations of Health Insurance Plan

Option	Key Advantages	Key Disadvantages
Add to City of Wauwatosa Plan	<ul style="list-style-type: none"> • Broadest network • Lower Employer Cost & Employee Cost Share • Remain Self-funded • Larger Risk Pool = Stability • Stop Loss with Larger Group • Plan Administration Efficiencies • More robust wellness program • Plan incentivizes smart consumerism 	<ul style="list-style-type: none"> • Network/Plan changes for impacted employees from West Allis • Higher cost impact for EE/SP enrollment in West Allis plan option
Standalone Self-Funded Plan	<ul style="list-style-type: none"> • Broadest network • Lower Employer Cost & Employee Cost Share • Remain Self-funded 	<ul style="list-style-type: none"> • Network/Plan changes for impacted employees from West Allis • Higher cost impact for EE/SP enrollment in West Allis plan option • Small group = less stable risk pool • Large Claims Volatility Impact (financial projection, higher risk for stop loss) • Additional cost and inefficiencies in plan administration
WI State Plan (ETF)	<ul style="list-style-type: none"> • Fully insured - premium stability during plan year • Plan Design options offer lower cost sharing 	<ul style="list-style-type: none"> • Less flexibility (limited plan options, narrow networks - significant disruption) • Significantly higher premium for employer and employee • Additional cost and inefficiencies in plan administration
IAFF Health & Welfare Trust	<ul style="list-style-type: none"> • Broad network • Provides additional benefits such as EAP, vision, fitness evaluations 	<ul style="list-style-type: none"> • No other participating plans in WI • Higher rates – estimated; future uncertainty • W.A. retirees on plan would equate to 13% load to active rates • Limited plan options, highly managed Rx option • Additional cost and inefficiencies in plan administration

Other Benefit Offerings Under Review

» Dental:

- CarePlus (fully-insured product, join City of Wauwatosa plan) – both cities currently offer this plan
- Humana (fully-insured product, stand-alone plan)
- Anthem (fully-insured product)

» Vision:

- Superior Vision (fully-insured product, join City of Wauwatosa plan)

» Life:

- Reviewing plan details, utilize City of Wauwatosa's vendor - VOYA

» Workplace Clinic – still reviewing:

- City of Wauwatosa Workplace Clinic
- QuadMed

Next Steps:

- » Conclude health insurance analysis and recommend plan at July board meeting
 - Workplace/Near-site Clinic
 - Health Insurance & Ancillary Benefits
- » Employee Communications
- » Analysis on additional benefits (some will be addressed through collective bargaining):
 - Sick Leave & Sick Leave Conversion (significant differences) ●
 - Retiree Benefits (significant difference) ●
 - Employee Assistance Program ●
 - Wellness Program & Incentives ●
 - COBRA ●
 - WRS – Pension ●
 - Deferred Compensation ●
 - Paid leave ●
 - Worker’s Compensation (already both with CVMIC) ●
 - Employee Handbook Benefits ●



THANK YOU!
