



City of Lake Geneva, 626 Geneva St, Lake Geneva, WI 53147- 262.248.3673- www.cityoflakegeneva.gov

CITY OF LAKE GENEVA BOARD OF PARK COMMISSIONERS
TUESDAY, JULY 16, 2024 - 6:30 PM
LAKE GENEVA CITY HALL; COUNCIL CHAMBERS (MAIN LEVEL)

Members:

President Cindy Forster Feuredi, David Quickel, Peggy Schneider, Ann Esarco, Julie Mulligan, Adam St. Marie, Alderperson
Cindy Yager, and Mayor Todd Krause

AGENDA

1. Call to order
2. Roll Call
3. Comments from the public as allowed by Wis. Stats. §19.84(2), limited to items on this agenda, except for public hearing items. Comments will be limited to 5 minutes
4. Approval of the Board of Park Commissioners minutes from June 18, 2024
5. Discussion/Review Tree Board Minutes
6. Discussion/Review Avian Committee Minutes
7. Recognition of Arborist, Jon Foster
8. Presentation of Park Superintendent Monthly Report
9. Approval of Sponsorship Fees and Form
10. YMCA quarterly update
11. Speaker regarding review of Lake Geneva Park System: Gavin Luter; UniverCity Alliance, University of Wisconsin-Madison
12. Next Meeting Date & Time: Tuesday, August 20, 2024 at 6:30pm
13. Future Agenda Items
14. Adjournment

This is a meeting of the Board of Park Commissioners. No official City Council action will be taken; however, a quorum of the City Council may be present.

1 Call to order: Lake Geneva Park Board Minutes June 18th 2024, 6:30pm

2 Roll Call Present: Cindy Fueredi - Chair,
Cynthia Yager - Alderperson, Peggy Schneider,
Julie Mulligan, Adam St. Clair, Ann Esarco (Quorum)
Absent: David Quickel
Excused: Mayor Todd Krause

3 Public Comments:

Peg Esposito: Recommended that the Park Board NOT address Tree Board issues so quickly; on the same day.

Resident from Southwind Community: Expressed desire to walk dog on leash on path in Veteran's Park.

Resident from Symphony Bay: Expressed desire to walk dog on leash on path in Veteran's Park.

Letter from Resident, Judy Derra: Expressed desire to walk dog on leash on path in Veteran's Park.

4 Approval of the Minutes WITH CORRECTION

of May, 2024 LG Park Board Meeting -

MOTION WAS MADE by C. Yager AND SECONDED by C Fueredi, APPROVED
UNANIMOUSLY WITH AMENDMENT

for amendment to include requested explanation of impact fee language from Attorney Draper.

5 Tree Board Minutes

6 Avian Committee Minutes

7 Park Superintendent Monthly Report

8 Discussion and Recommendations regarding honorary dog plaques/bricks/area at Library Park Dog Pier; Candy Kirshberg presented a proposal for dog recognition plaque.

Alternative ideas were discussed.

MOTION WAS MADE by C Fueredi AND SECONDED WITH INDIVIDUAL ROLL CALL VOTE for designated area at Library Park, along the dog pier, to include both "salute to Finley" stone stand and placement to be determined with dog sponsorship plaques to be placed with visual approval and approval from DPW ASAP.

Individual Votes:

Esarco no

Mulligan yes

Fueredi yes

Yager yes

St Clair no

Schneider no

Motion was lost.

MOTION WAS MADE by A St. Clair AND SECONDED by C Fueredi to have DPW design a dog "salute" area and present it to the Park Board of Commissioners for the next Park Board meeting with Finley's stone as the centerpiece. MOTION WAS CARRIED UNANIMOUSLY. To be sent to DPW.

9 Discussion and information provided to Lake Geneva Park Board from the Tree Board to identify and document trees within the City of Lake Geneva through iNaturalist. iNaturalist is a platform for science and conservation efforts, providing valuable data to research projects, land managers, other organizations, and the public including tree inventory.

10 Discussion/Recommendations to address letter from Tree Board and code compliance.

The Tree Board provided the following letter to The Lake Geneva Park Board from their agenda:

Dear BID (Business Improvement District),

Although lighting the trees for the holidays is exciting and pretty, the way they have been installed causes issues with our young trees planted in downtown Lake Geneva. The lighting wires are wrapped too tightly around the young and vulnerable trunks of these trees causing girdling and stunting growth. The trees are also too young to have heavy lights put on their delicate branches. In light of the fact that we have had thousands of dollars worth of damage to the trees due to late night partying, breakage, and being yanked out of the ground, this is quite concerning and costly for the Tree Board and the City of Lake Geneva residents. We are asking that the City and the BID choose a different form of decor for the downtown area such as outlining the buildings throughout the town. This would highlight our architectural buildings and create a dramatic setting. Please consider alternatives and help save our expensive and well respected trees.

Candice Kirchberg, Chair of Lake Geneva Tree Board.

11 Discussion/ Recommendations re: List of Pavillion Rentals and Fees (include reservations and fee structure 2024 in packet)

A MOTION WAS MADE by C Fueredi AND SECONDED, APPROVED UNANIMOUSLY to continue the discussion.

12 Discussion/Recommendations for Developing Foundation or "Friends of Parks".

A MOTION WAS MADE by C Fueredi AND SECONDED, APPROVED UNANIMOUSLY to research and apply for grants, and develop for fundraising for the benefit of Lake Geneva Parks, to be overseen by the Lake Geneva Park Board. To be sent to FLR.

13 Discussion/ Recommendations re Dogs on Leashes in Veterans Park A MOTION WAS MADE by C Fueredi AND SECONDED, APPROVED UNANIMOUSLY to allow dogs on leashes on paths in Veteran's Park.

14 DPW Veteran's Park Shed - wainscotting

A MOTION WAS MADE by C Fueredi AND SECONDED, APPROVED UNANIMOUSLY to approve the dark green wainscotting on the building and would like input on the placement of the building from DPW as amended.

15 Discussion of including CORP park improvement items pages 51-53 on the Sponsorship Wish List

A MOTION WAS MADE by C Fueredi AND SECONDED, APPROVED UNANIMOUSLY to include items from the CORP pg 51-53 on the Sponsorship Wish List

16 DISCUSSION re: Weddings in the Parks

A MOTION WAS MADE by C Fueredi AND SECONDED, APPROVED UNANIMOUSLY to continue the discussion.

17 FUTURE ITEMS:

Safety issues of WestGate, Oak Hill and

Veteran's Park Tot Lots

A MOTION WAS MADE by C Fueredi AND SECONDED, APPROVED UNANIMOUSLY to continue this discussion.

Impact Fee Language and Clarification Letter from Attorney Draper

A MOTION WAS MADE by C Fueredi AND SECONDED, APPROVED UNANIMOUSLY to continue this discussion.

18 Adjourn 8:30pm

Next Meeting July 16th Tuesday 6:30pm

A MOTION WAS MADE by C Fueredi AND SECONDED, to adjourn APPROVED UNANIMOUSLY.

Submitted by C Fueredi- Park Board Chair

TREE BOARD MEETING JUNE 18TH 2024

1. CALL TO ORDER at 4:03 PM
2. ROLL CALL of members present:
Candy Kirchburg Chair, Sonya Dailey, Peg Esposito, Peg Schneider, Alexander Leonard, Cindy Forster Fueredi Parks Commission President, City Staff- Samantha Ingo Parks Superintendent, Jon Foster City Forester, Morgan Sheppard assistant arborist, Gera Mendoza assistant arborist, Nonmembers present-Mary Jo Fesenmair.
3. MINUTES FROM MAY 14TH Approved.
Peg Esposito makes motion to accept, Peg Schneider seconds the motion, motion carries.
4. COMMENTS FROM THE PUBLIC- Mary Jo Fesenmair suggested we look at developers agreements to replace trees that have died.
5. ARBORIST REPORT
Jon stated that in future developer's agreements the city will have permitting stipulations regarding city oversight regulated by the City Forester which is specified under Ordinances Article 82-61. of Forestry in effect. How trees get planted and what trees get planted will be directed with oversight by the City Forester. The planting techniques and tree protection policies will follow the ANSI A300 for Tree Care Operations, which is listed under Section. 82-63. Trees in lawn parks and public rights-of-way.
Sam- tree care to be added to the tree board section on city website
6. Candy Kirchburg read the letter she had written to the Park Board concerning placing lighting in city trees in the downtown, all members approved the letter and she than submitted the letter to the Park Board President, Cindy Forester Fueredi and Cindy stated she would discuss it at their meeting.
7. CICADAPALOOZA
Kudos to Cicadapalooza, huge success.
8. FUTURE AGENDA ITEMS
Candy suggested we revisit the idea of tree damage compensation or replacement through the city Attorney.
Possible Tree identification Plaques for city parks.
Samantha Ingo Parks Superintendent is working on acquiring DNR urban Forestry grants for the city.
9. NEXT MEETING
AUG 20, 4:00 pm
10. ADJOURNMENT 4:55 pm

City of Lake Geneva Avian Committee Meeting Minutes
Tuesday, May 14, 2024
City Council Conference Room 2A

1. **Call to Order:** 6:01 PM by Sarah McConnell
2. **Roll Call:** The following members were present: Sarah McConnell, Jill Rodriguez, Karen Gallo and Victoria Ross. Members absent, but excused, were: Cindy Yager, Kelly Happ and Beverly Leonard.
3. **Approval of Avian Committee Minutes from April 9, 2024:** A motion to approve the minutes was made by Rodriguez, and seconded by Gallo. The motion was passed.
4. **Comments from the Public:** None
5. **Discussion of Agenda Items:**
 - a. Calendar for strategic planning purposes: Rodriguez offered to set up a Google Calendar Doc for inclusion of dates for all activities and deadlines;
 - b. World Migratory Day: The Committee Members will have a table at the Farmers' Market on May 23, 2024. There will be handouts on the Purple Martins as well as other information for birders and residents
 - c. Bird City Application Status: Still no update from the City Administrator as to acceptance of the City's application.
 - d. Partnerships and potential grants:
 - i. The Committee is planning to launch a pilot program to place 5-6 Birding Backpacks with downtown area hotels. The cost for the backpacks & materials is being researched, and The Rotary Club of Lake Geneva has offered \$1,000.00 grant towards this project.
 - ii. Committee Members will be at Four Seasons Nature Preserve on May 22, 2024 to put in signage for the Storybook Trail.
 - e. Monarch Palooza/Purple Martin Open House: Scheduled for June 22, 2024 from 12:00 PM to 2:00 PM at the Lake Geneva Public Library. A butterfly release is currently expected, as well as information on the Purple Martins, including a Purple Martins house for public inspection.
 - f. Recognition of Volunteers: Current expectation is this will occur in late September or early October
 - g. Charging Stations: While the Committee explores ideas to meet the climate change requirement of the new Bird City Application, members will individually advocate for charging stations to be placed in downtown Lake Geneva.
 - h. Bird Songs: The equipment will be inspected to make sure it is operating as expected.
6. **Next Meeting Date & Time:** The next Avian Committee Meeting will be on July 9, 2024 at 6:00 PM in the City Council Conference Room 2A.
7. **Future Agenda Items:**
 - a. Bird City Application Status
 - b. Partnerships and Potential Grants
 - c. Monarch Palooza/Purple Martin Open House
 - d. Recognition of Volunteers
 - e. Birding Backpacks for Area Hotels
 - f. Climate Change Topics/Ideas
8. **Adjournment:** McConnell adjourned the meeting at 7:05 PM

Respectfully submitted 05/16/2024
Victoria Ross



City of Lake Geneva

Department of Public Works

1065 Carey St.
Lake Geneva, WI 53147
262.248.6644

To: Park Board

From: Samantha Ingo, Superintendent, Parks & Facilities

Park Operations June 2024

- Work for the Lions Den roof and support posts will start in mid July.
- New split rail fencing has been ordered for 4 Seasons for replacement of wear and tear.
- Existing water fountains have been turned on in various locations (Flat Iron; Dunn; Library).
- Continuing to research grants for various recreation facilities; programming; and recreation opportunities.



SPONSORSHIP APPLICATION FORM (DRAFT)

Sponsorships support growth and development of facilities and recreational programming with the Lake Geneva Parks system. Funding will be used in the general parks fund unless otherwise noted by the specified type of sponsorship. First priority will be awarded to businesses within the city limits of Lake Geneva. Walworth County businesses will be awarded second priority. Businesses outside of Walworth County will be awarded third priority.

SECTION 1: Sponsor Information

Sponsor Name: _____ Address: _____

Contact Person Name: _____

Email: _____ Phone: _____

SECTION 2: Sponsor Request.

Please select the box of the sponsorship you would like to provide. If you are a returning sponsor (*RS) please circle the returning sponsorship amount. All sponsors will receive recognition on our website.

Please mark option(s) wanted	Opportunity	Amount Circle RS if returning sponsor.	Quantity Available	Item(s)	Deadline
☐	VETERANS PARK Outfield Fence	\$275 \$155 *RS	138	4'x8' vinyl sign	February 1
☐	Field Naming	\$600 \$450 *RS	4	4'x16' vinyl sign	February 1
☐	Soccer Field Naming <i>4 signs per field</i>	\$200 \$175 *RS	5 (fields)	18" x24" Lawn Sign	July 1
☐	Pavilion Naming <i>*3 year term</i>	\$1000	2	Wooden Sign	Ongoing
☐	Basketball Court <i>*Playground Equipment Please see playground equipment section for sponsorship amounts.</i>	\$275 \$155 *RS	44	4'x8' vinyl sign	February 1

☐ ☐ ☐	White River Disc Golf Course Basket Hanging Sign Tee Box Sign	\$165 / \$110 RS \$110 / \$55 RS	18 18	4"x9" Plastic sign 7"x10" Plastic sign sign	February 1 February 1
	Vinyl Basket Wrap	\$125 / \$100 RS	18	Vinyl sign	February 1
	☐ Maple Park Tennis Court	\$275 \$155 *RS	19	4' x 8' Vinyl sign	February 1
☐	Dunn Field Tennis Court Fence	\$275 \$155 *RS	33	4' x 8' Vinyl sign	February 1
☐	Rushwood Park Pavilion Naming <i>*3 year term</i>	\$1000	1	Wood sign	Ongoing
☐	Park Bench	\$1700	4	Composite 6' bench with engraving	Ongoing
☐	West Gate Tot Lot Park Bench	\$1700	1	Composite 6' bench with engraving	Ongoing
☐	Seminary Park Park Bench	\$1700	8	Composite 6' bench with engraving	Ongoing
☐	Pavilion Naming <i>*3 year term</i> <i>*Playground Equipment Please see playground equipment section for sponsorship amounts.</i>	\$1000	1	Wood Sign	Ongoing
☐	Playground Equipment	Please circle sponsorship amount \$500 \$1000 \$5000 \$10,000 \$_____other	Unlimited	Sponsors for new playground equipment will have name on playground donor board with sponsorship amount included.	Ongoing
☐	Special Events <i>Sponsorships in any amount for special</i>	Please circle sponsorship amount.	Unlimited	Sponsors will have their logo posted on a 4'x8'	Ongoing

	<i>events will include recognition on marketing materials and the city's website.</i>	\$250 \$500 \$750 \$_____ other amount		vinyl banner for the event. Recognition on City webpage	
☐	General Recreation Programming; Equipment; Supplies <i>Sponsorships will be applied to various costs to run recreational programming opportunities.</i>	Please circle the sponsorship amount. \$350 \$650 \$950 \$_____ other amount	Unlimited	Recognition on City webpage Recognition in programming marketing (i.e. flier; program guide)	Ongoing

Artwork: Please include business logo/artwork with this application or send a jpeg to parkssuperintendent@cityoflakegeneva.gov.

SECTION 3:

After application is processed, the contact person listed on application will receive an email stating if sponsorship is approved or not. If approved, the information regarding payment will be included in the approval email.

For questions please contact the Parks Superintendent at parkssuperintendent@cityoflakegeneva.gov or 262-248-3673.

THANK YOU for supporting the city's efforts to offer recreational services to our residents and the greater community!

Board of Park Commissioners Meeting

Tuesday July 16, 6:30 pm

- 1.) Review of 2024 season at Vets Park
 - a) YMCA had 9 travel baseball/softball teams (U-10 – U14). Total 109 boys/girls
 - b) YMCA had have 28 in-house teams playing June-July (T-Ball, Jr Softball, Minor and Major league baseball) – Total 372 boys/girls
 - c) YMCA had 39 participants in Dream Team baseball (total of boys/girls playing ball this summer at Vets Park – 520)
 - d) YMCA had 8 men softball teams playing on Friday nights May to mid August
 - e) LG American Legion, back a few years away, played at Vets Park in June - July
 - f) Genoa City Shocker baseball played games for the second year at Vets Park April thru July
 - g) YMCA/City of Lake Geneva hosted 10 baseball/softball tournaments at Vets Park beginning in mid-April (April 19-21, April 26-28, May 3-5, May 17-19, May 31-June 2, June 7-9, June 21-23, June 28-30, July 12-14, Softball coming Sept 13-15)
- 2.) Milwaukee Brewer baseball camp was held July 8-12
- 3.) Lake Geneva Lions Club completed work on Lion's Den the first two weekends in April

Looking ahead:

YMCA Co-ed soccer will start late August – 114 participants registered

YMCA Co-ed Flag Football will start in September – 44 participants registered

Beginning to book for 2025 tournaments, Brewer baseball camp. Registration also underway for 2025 travel baseball/softball

UniverCity Alliance

Better • Places • Together



City of Lake Geneva
Thursday, March 14, 2024

Department of Civil and
Environmental Engineering

Division of Extension

Data Science
Institute

Department of Planning and
Landscape Architecture

COWS

Computer
Sciences

Cartography Lab

Population Health
Institute

Law School

La Follette School of
Public Affairs

School of
Business

School of Human
Ecology

School of Education

Global Health Institute

Institute for Research
on Poverty

Nelson Institute for
Environmental Studies

Morgridge Center for
Public Service

School of Medicine

Advisory Board



UniverCity Alliance
UNIVERSITY OF WISCONSIN-MADISON

UniverCity: What do we do?

UCY Four-Step Process



Local government partner identifies issues or questions.



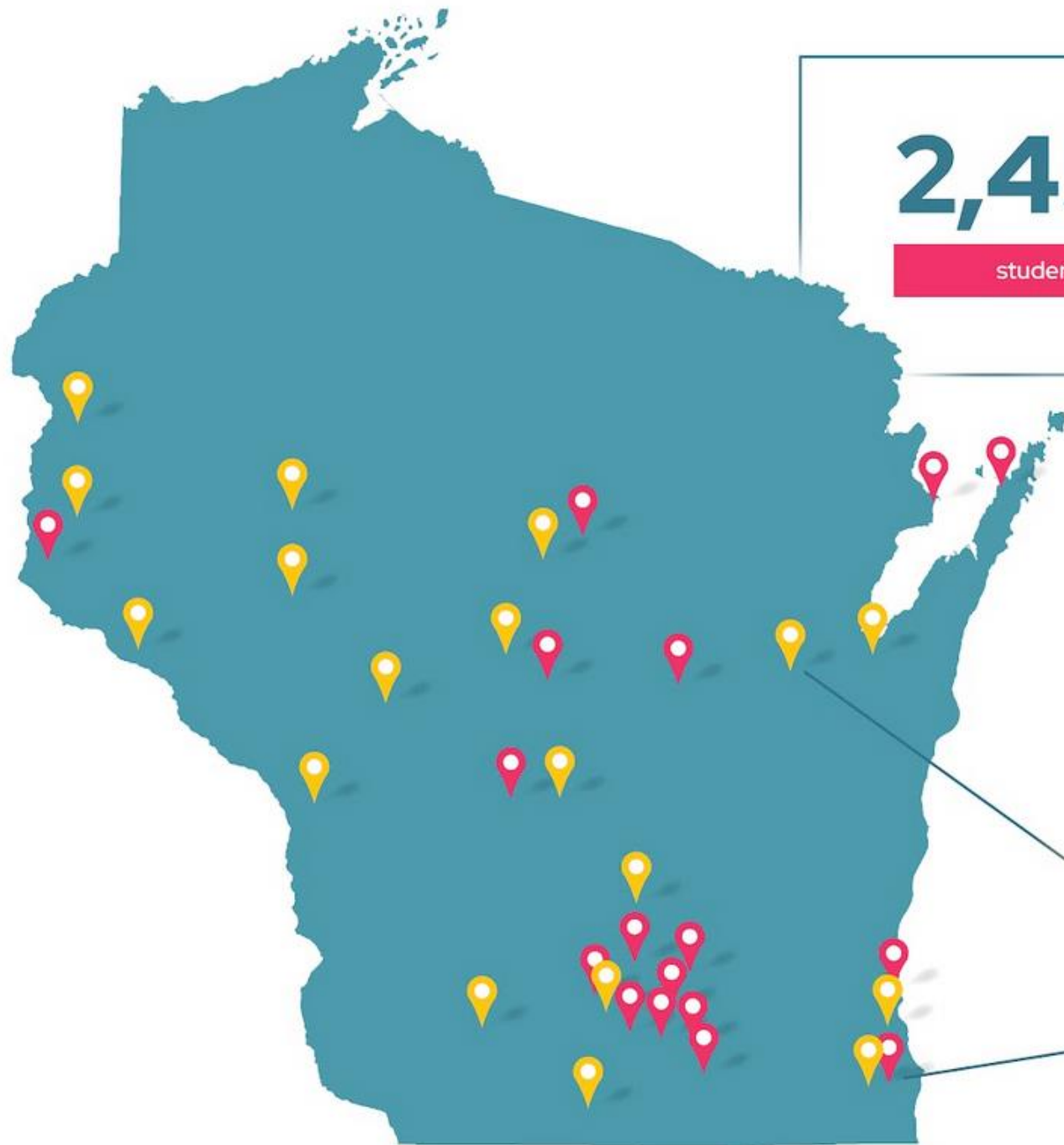
UCY matches projects with solution-based courses.



UW-Madison students work on the issues and questions.



Local government receives research, reports, designs, and implementation support.



2,453

students

325

projects

9

partner institutions

*data collected from 2016-23

Adams County
Brown County
Chippewa County
City of Marinette
City of Milton
City of Monona
City of Stoughton
City of River Falls
City of Waupaca
City of Wausau
City of Wisconsin Rapids
Columbia County

Dane County
Eau Claire County
Green County
Iowa County
Jackson County
Koshkonong Creek Collaborative
La Crosse County
Marathon County
Milwaukee County
Outagamie County
Pepin County
Polk County

Racine County
St. Croix County
Town of Germantown
Village of Cottage Grove
Village of DeForest
Village of Egg Harbor
Village of Marshall
Village of Mount Pleasant
Village of Shorewood
Village of Waunakee
Wood County

18 Counties

17 Cities, villages, towns, and groups

Health, Well-Being, & Equity

Green County

- Mental Health Navigator (Implemented); Teen Intervene Program (Toolkit being used), Data sharing to combat opioid crisis (Secured grant)

Wood County Health Department

- Creating a ROI model for Community Health Improvement Plan, roadmap for health equity, improving technology to activate trails

Adams County process for prioritizing mental health services

Diversity, Equity, and Inclusion: Native Nations, Equity in Hiring, Media Campaigns

City of Madison investigating creation of a “Friends of” group for Civil Rights

Involved Departments: Public Health, Environmental Studies, Civil Society and Community Studies, Industrial Systems Engineering

Sustainability

- Outagamie County: Sustainability Action Plan for Appleton Airport, process for organizing county departments' approaches to sustainability
- Marathon County: Measured public perceptions of Fenwood Creek for next step of public outreach, strategies for reducing salt use
- Brown County: Cost/benefit analysis for alternative uses for blue-green algae, strategies for harvesting the algae
- Juda School District: Energy audit, Alternative energy design, Resulted in more solar panels on the school & lower energy costs (saving \$30,000 per year)

Involved Departments: Public Affairs, Civil & Environmental Engineering, Energy Analysis and Policy, Extension, Nelson Institute for Environmental Studies, Industrial Systems Engineering, Forest & Wildlife Ecology

Criminal Justice Reform

Racine County

- Developing strategies for cultural competence in building of a new juvenile justice facility; Recommending changes for Alternatives to Corrections through Education (ACE) program; Designing community and family engagement strategies for new facility

Marathon County

- Evaluating drug treatment and OWI court; Evaluating arrest-decision models

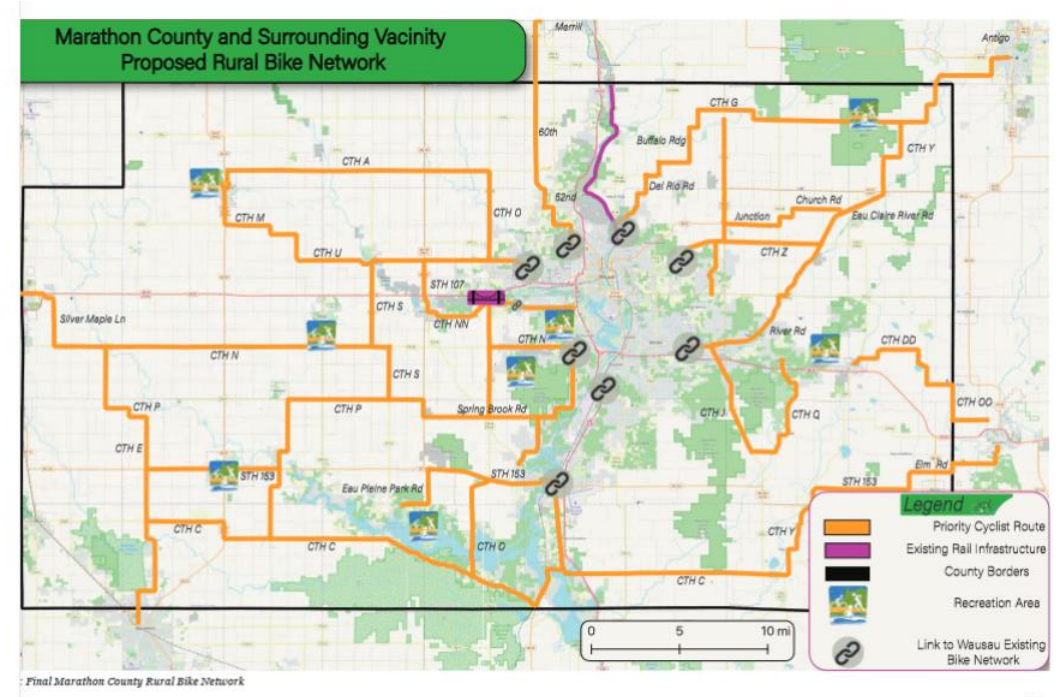
Brown County

- Evidence-based recommendations for prisoner re-entry

Involved Departments: Public Health, Law, Psychology, Human & Family Studies, Public Affairs

Parks & Recreation

- Rural bike infrastructure planning for Marathon County
- Monona Trails Master Planning
- Planting Designs for Ahuska Park in Monona
- Winnequah Park Master Plan
- Improving resident health through biking and walking



Involved Departments: Urban planning,
Soil Sciences, Landscape Architecture

Housing

- Affordable housing site analysis, values, and risks (Currently pitching rural, affordable pocket neighborhoods)
- Senior housing site plans (City council pitching to developers)



Site Acquisition Cost	\$372,700
Construction Budget	\$8,220,000
Developer Fee	\$822,000
Total Capital Budget	\$9,414,700
Less: HOME Grant	\$(400,000)
Less: HUD Grant	\$ (2,235,000)
Less: Tax Credit Equity	\$ (4,801,497)
Net Capital Budget	\$1,978,203

Income 2015	30% AMI	50%AMI	Market
\$43,990	\$13,197	\$21,995	\$26394
Affordable Rent	\$329.93	\$549.88	\$1319.7

Involved Departments: Real Estate & Urban Economics, Civil & Environmental Engineering

Economic Development

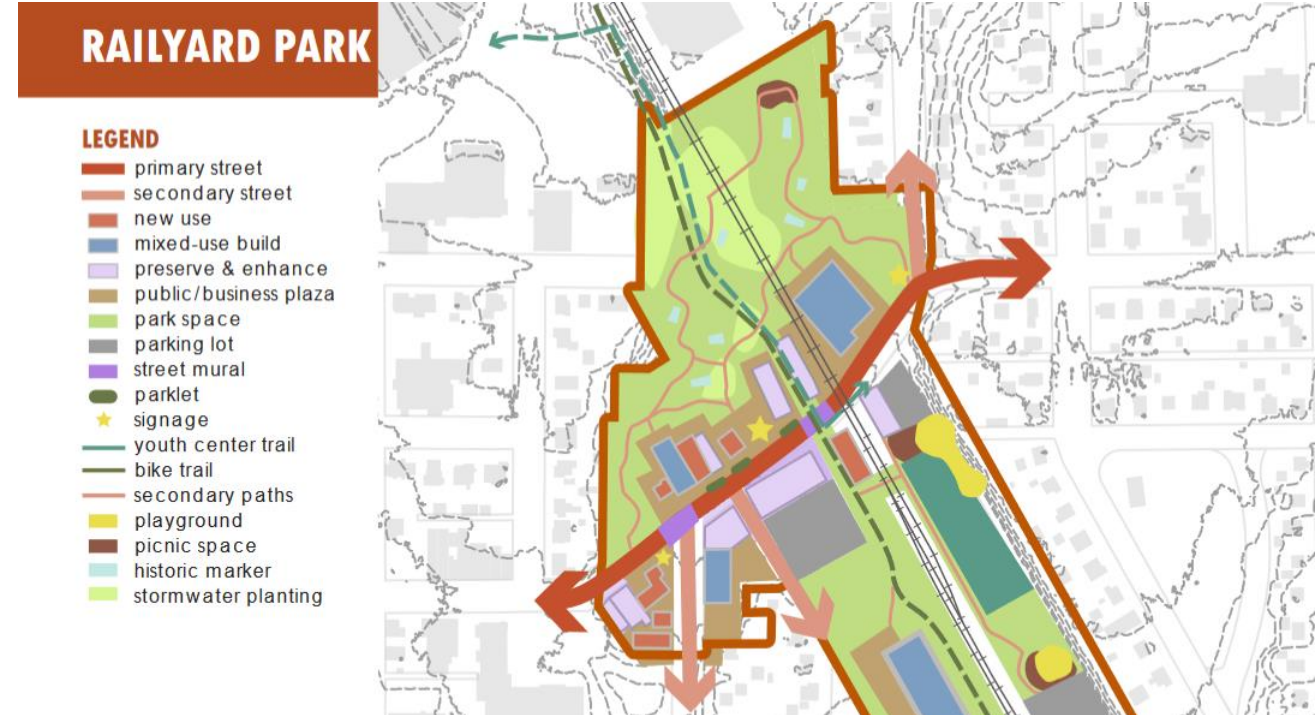
- Polk County re-branding materials (logo, SWOT analysis, stakeholder engagement plans)
- Outagamie County Mosquito Hill Nature Center revenue capture strategies
- Tourism Marketing (Using marketing materials)
- Trade Market Analysis & Planning (New businesses locating in Brodhead; Brought new stakeholders to table in Adams)
- Developing strategies to link arts, culture, and economic development



Involved Departments: Journalism/Communications, Extension, Agriculture & Applied Economics, MBA in Arts Administration, MBA in Marketing, Urban Planning, Landscape architecture

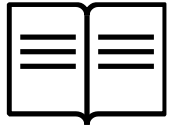
Planning & Placemaking

- Infill development plans (Monroe building a pocket park)
- Stoughton Railyard Park District Redesign
- Durand Main Street Revitalization Strategies
- Cottage Grove Road traffic calming & pedestrian/bike infrastructure planning
- Exploring alternative designs of the State Highway 42 corridor in the Village of Egg Harbor

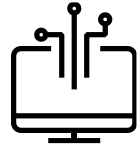


- Involved Departments: Urban Planning, Landscape Architecture, Civil & Environmental Engineering

Examples of work



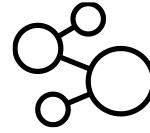
Best practice
reports



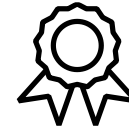
Data analysis



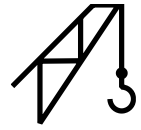
Communications/
promotional
materials



Data
visualization



Program
evaluation



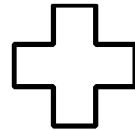
Site plans



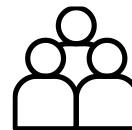
Policy
recommendations



Design
recommendations



Health
impact
assessments



Community
engagement



Staff
trainings



Case study
comparisons

Lake Geneva Parks Assistance

- Site Designs
- Environmental Assessments
- Turfgrass Management
- Economic Development / Marketing
- Public Affairs (Cost/Benefit Analysis)
- Water Resources Management
- And more!



Apply to be a UniverCity Year Partner



Request for Proposals

UniverCity Year

- Applications released in April, due early August 2024
- Required: Document community support, provide project ideas, document financial contribution, tell us general info about your county

Summary

Can students do something productive for communities? YES

Can these activities help communities make progress on community-identified goals? YES

What's needed for this to be successful? STRUCTURE OF UNIVERCITY YEAR

How can we work with Lake Geneva to have long-lasting relationships with all counties? TBD





gavin@cow.s.org

www.univercity.wisc.edu



UNIVERCITY YEAR

About UniverCity Year

UniverCity Year is a three-year partnership between UW–Madison and Wisconsin communities.

The concept is simple. The community partner identifies projects that would benefit from UW–Madison expertise. Faculty from across the university incorporate these projects into their courses, and UniverCity Year staff provide administrative support to ensure a successful collaboration.

The results are powerful. Partners receive big ideas and feasible recommendations that spark momentum towards a more sustainable, livable, and resilient future.

Join us as we create...
BETTER PLACES TOGETHER

UCY Four-Step Process



Local government partner identifies issues or questions.



UCY matches projects with solution-based courses.



UW–Madison students work on the issues and questions.



Local government receives research, reports, designs, and implementation support.

**A THREE-YEAR PARTNERSHIP
BETWEEN UW-MADISON AND
WISCONSIN COMMUNITIES**

UW-MADISON BENEFITS

UCY helps faculty and staff collaborate with communities across Wisconsin and share their time, talents and expertise with the places we call home.

“UniverCity Year aligns perfectly with our mission to move knowledge and discoveries off the campus and into the real world.”

—Charles Hoslet, UW-Madison Vice Chancellor for University Relations

STUDENT BENEFITS

UCY elevates students’ educational experience. Our undergraduate and graduate students interact regularly with accomplished professionals on real-world projects.

“Being able to talk to Monona staff and have them tell our class what they want is giving me more experience for the real world. What we do in this class will impact the community, when in normal academic settings, it just impacts our grade.”

—Sydney Prusak, UW-Madison student

COMMUNITY BENEFITS

Communities that work with UCY can expect tangible data, analysis, research, concept plans, designs and policy recommendations that create momentum, catalyze projects, and energize staff.

“Our return was definitely worth far more than our initial investment. The completed projects will save Monona tax dollars in the future because we will be able to go to consultants with refined project ideas, avoiding the time and expense of the initial development process.”

—Mary O'Connor, City of Monona Mayor



UniverCity Year Capabilities

What’s possible when you partner with UniverCity Year? High-road, sustainable, livable, and resilient communities. We welcome project proposals on a wide range of issues including the examples listed below.



UniverCity Year is made possible through the generous support of American Family Insurance, Evjue Foundation, UW-Madison Baldwin Wisconsin Idea Endowment, COWS, Nelson Institute for Environmental Studies, and alumnus John Holton.

Photo: Creative Commons, Travis Dewitz



JOIN US

UniverCity Year is comprised of community-focused faculty and staff from across UW-Madison, including those at COWS, Nelson Institute for Environmental Studies, Global Health Institute, Morgridge Center for Public Service, Department of Planning and Landscape Architecture, School of Human Ecology, Wisconsin School of Business, and more.

We thrive on connections. We are continuously seeking partners to accelerate innovation at the local level, to train the next generation of city leaders, to learn from each other, and to improve the places and lives of people across Wisconsin.

To learn more about our work and to get involved, please contact us.

University of Wisconsin-Madison
7122 Sewell Social Sciences
1180 Observatory Drive
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UniverCity Alliance
UNIVERSITY OF WISCONSIN-MADISON



REQUEST FOR PARTNERSHIPS

2024-2027

The UniverCity program at the University of Wisconsin-Madison is looking for local government partners to apply in 2024.

**Could this be your community? We can create
BETTER PLACES TOGETHER**

WHAT IS THE UNIVERCITY PROGRAM?

The UniverCity program is a multi-year partnership between UW-Madison and Wisconsin communities.

The concept is simple. Community partners identify projects that would benefit from UW-Madison expertise. Faculty from across the university incorporate these projects into their courses, and UniverCity staff provide administrative support to ensure a successful collaboration.

The results are powerful. Partners receive big ideas and feasible recommendations that spark momentum toward a more sustainable, livable, and resilient future.

WHAT DO WE BRING TO COMMUNITIES?

UW-Madison faculty, staff, and students are eager to help local governments think creatively about issues happening in cities, counties, towns, villages, school districts, or quasi-governmental agencies. The UniverCity program has the capacity to match local issues with upper-level undergraduate or graduate courses and several hundred hours of supervised student time.

Our partners have chosen to address broad issues facing their communities, like sustainability, diversity, economic development, education, social services, health, and housing. Some of the deliverables students have produced include: a mental health media campaign, recommendations to improve childcare opportunities, strategies for harvesting blue-green algae, affordable housing plans, best practices for criminal justice reform, and ways to advance diversity, equity, and inclusion.

Experienced UniverCity staff will guide the partnership every step of the way. We will work with you to write a Memorandum of Understanding (MOU) between our campus and your municipality, define the scope, manage logistics, coordinate media relations, troubleshoot, and generally take care of setting up, running, promoting, and evaluating the effort. We are here to make the partnership as successful and as easy as possible.

WHAT'S EXPECTED OF COMMUNITIES?

A successful UniverCity collaboration requires the local government partner to identify a partnership lead—usually a senior staff person directly accountable to the local government's executive—who supervises and coordinates the partner's participation. This person also oversees the process of identifying the issue-area themes and assigns government staff to support individual projects. Applicants should invite local organizations, businesses, and non-profits to help envision and plan UniverCity Year projects. We strongly encourage projects that address social justice. [Local Extension staff](#) could be a good resource for developing your application.

WHAT WILL THIS COST COMMUNITIES?

To help offset the program's operational costs, the local government partner must make a financial commitment to the effort — approximately \$30,000-\$40,000 for each issue-area or theme. Partners generally identify themes that each include five to seven projects. If you have a smaller number of projects or limited funds, please contact UniverCity program staff. We can help you apply for grants or solicit donors to help fund this effort.



WHEN WILL THIS HAPPEN? **

LATE SUMMER 2024: UniverCity program staff and local government leaders agree on the partnership content (at least in issue-area themes), staffing, expected outcomes, and sign a Memorandum of Understanding.

FALL 2024: Local government staff add specificity to projects and issue areas, and get buy-in from their community. Both partners agree on a robust project list to be matched with courses and faculty at UW-Madison and other campuses.



FALL 2024-WINTER 2025: UniverCity program staff and local government staff meet to deeply discuss the scope of work and final deliverables for each project.

SPRING-SUMMER 2025: UniverCity program staff match projects to faculty and courses.

FALL 2025: Fall semester classes work on UniverCity projects.

SPRING 2026: Spring semester classes work on UniverCity projects.

SUMMER 2026: The UniverCity program publishes a report summarizing projects and recommendations.

FALL 2026-SUMMER 2027: UniverCity program staff and faculty provide follow-up assistance for project implementation.

**** OFF-CYCLE APPLICATIONS:** If your application falls outside of our regular timeline, please contact UniverCity Alliance staff: UniverCityAlliance@wisc.edu

HOW ARE PROPOSALS EVALUATED?

UniverCity program staff and campus stakeholders will evaluate applications based on the following criteria:

TOP-LEVEL ADMINISTRATIVE SUPPORT AND CAPACITY:

The city/county manager or administrator, mayor, elected officials, and department managers indicate a willingness to involve UniverCity program staff and provide resources. There is sufficient staff capacity to successfully engage in a multi-year partnership with numerous projects and to carry work forward at the end of the collaboration.

LIKELIHOOD OF MATCH WITH COURSES:

Projects are within the capability of UW-Madison faculty and students, and involve rigorous research or technical needs.

PROJECT RELEVANCE: Projects directly relate to the community's short-term and long-term strategic goals, as embodied in a strategic plan, work plan, sustainability plan, policies, programs, etc.

FINANCIAL CONTRIBUTION: The financial contribution indicates that the community is committed to and values the partnership.

COMMUNITY COLLABORATION: Projects reflect efforts to collaborate with local organizations to envision, plan, and shape a shared future.

INCLUSIVITY & BELONGING: Projects explore aspects of social and environmental justice, and seek to elevate equity, diversity, and inclusion as part of a sustainable future for all.



WHAT ARE THE NEXT STEPS?

Applicants are encouraged to contact UniverCity program staff before drafting a proposal. We are available to visit your community to discuss the UniverCity program with local government leaders. Call 608.261.1141 for more information.

PROPOSAL REQUIREMENTS

COMMUNITY INFORMATION:

Provide your website address and contact information for your community leadership and the person who will serve as your UniverCityYear partnership lead.

DEMONSTRATION OF SUPPORT:

Include one support letter from a mayor, administrator, elected official, or department head indicating their willingness to help support the project financially and with staff time. Describe collaboration with local organizations for this project. Communities are welcome to submit more than one letter, but it is not expected.

FINANCIAL CONTRIBUTION:

Identify how much you can contribute.

PROPOSED PROJECTS:

Describe one to five issue areas (themes) in one to two paragraphs each. What are the questions? What added value are you expecting? If your projects do not fall into a common theme, give a short overview of each project in list format. Projects do not have to be finalized, but they should reflect a coherent idea, explain the questions you would like to have answered, and provide background about the issue. You can reference existing plans, reports or other documents that are relevant to the project (web links are helpful).

WHEN ARE PROPOSALS DUE?

Proposals are due on August 1, 2024. Contact us to discuss off-cycle options. Email your completed proposal in PDF format to UniverCityAlliance@wisc.edu

TESTIMONIALS

"UniverCity Year is important because it brings that experience at UW-Madison ... right down to the local community and says, 'Here's what's possible.'"

— Mike Olson
President and CEO, Bank of Brodhead

"To do that kind of work on such diverse, different topics would have never been done at the county level without being a part of UniverCity."

— Dave Mack,
Program Manager, Marathon County
Conservation, Planning & Zoning Department

"We see this as an opportunity to bring resources to issues that have been identified by our communities in their comprehensive plans and other planning processes, but without funding or staff, have been delayed."

— Cara Carper
Former Executive Director
Green County Development Corporation

"There is benefit not just to a county looking for assistance with projects ... but for our future workforce as well by students gaining practical experience they're going to see in the real world, that they may not see in the classroom."

— Phil Rentmeester
Director,
Marathon County Emergency Management

"We have moved the needle on some of the most important work that we need to do that often gets buried under the day-to-day grind."

— Todd Schmidt
Village of Waunakee Administrator

PHOTO CREDITS

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