

*** All present are expected to conduct themselves in accordance with our City's Core Values ***



OFFICIAL NOTICE AND AGENDA

of a meeting of a City Board, Commission, Department Committee, Agency, Corporation, Quasi-Municipal Corporation or Sub-unit thereof.

Notice is hereby given that the Park and Recreation Committee of the City of Wausau, Wisconsin will hold a regular or special meeting on the date, time and location shown below.

Meeting of the: **PARKS AND RECREATION COMMITTEE OF THE CITY OF WAUSAU**
Date/Time: **Monday, December 6, 2021 at 4:30pm**
Location: **City Hall (407 Grant St, Wausau WI 54403) - Council Chambers**
Members: **Tom Neal, Patrick Peckham, Tom Kilian, Lou Larson, Sarah Watson**

AGENDA ITEMS FOR CONSIDERATION (All items listed may be acted upon)

- 1 Call the Meeting to Order
- 2 Public Comment or Suggestions
- 3 Approve Minutes - November 1, 2021
- 4 Discussion and Possible Action Regarding the Donation of Park Land Adjacent to Westview Terrace Park
- 5 Discussion and Possible Action Approving of Revisions to the Park Naming Guidelines and Criteria and Sponsorship Policy for the Parks and Park Facilities
- 6 Educational Items
 - A. Park Update (Sylvan Hill, Vistas, City Forestry, Park Maintenance, Routine Operations/Programs)
 - B. Dog Park Committee Update
 - C. Riverside Park Testing Update
 - D. Urban Forestry Grant Award
- 7 Future Agenda Items - Kayak Launch Update, 2022 Work Plan, 2021 Year in Review
- 8 Next Meeting Date - Monday, January 3, 2022 at 4:30pm
- 9 Adjournment

Pat Peckham, Chair

This meeting is being held in person and/or via teleconference (all public participants' phones will be muted during the meeting) by calling **1-408-418-9388**. The Access Code is: **2483 546 6121** The Password is: **xmYjCztT645**

Members of the public who do not wish to appear in person may view the meeting live over the internet of the City of Wausau's YouTube Channel <http://www.tinyurl.com/WAAMedia>, live by cable TV. Channel 981, and a video is available in its entirety and can be accessed at <https://tinyurl.com/WausauCityCouncil>. Any person wishing to offer public comment who does not appear in person to do so, may e-mail Jamie.polley@co.marathon.wi.us with "Parks Committee public comment" in the subject line prior to the meeting start. All public comment, either by email or in person, will be limited to items on the agenda at this time. The messages related to agenda items received prior to the start of the meeting will be provided to the Chair.

In accordance with the requirements of Title II of the Americans with Disabilities Act of 1990 (ADA), the City of Wausau will not discriminate against qualified individuals with disabilities on the basis of disability in its services, programs or activities. If you need assistance or reasonable accommodations in participating in this meeting or event due to a disability as defined under the ADA, please call the ADA Coordinator at (715) 261-6590 or ADAServices@ci.wausau.wi.us to discuss your accessibility needs. We ask your request be provided a minimum of 72 hours before the scheduled event or meeting. If a request is made less than 72 hours before the event the City of Wausau will make a good faith effort to accommodate your request.

This Notice was posted at City Hall and faxed to the Daily Herald newsroom on 12/02/2021 @ 10:15 a.m. Questions regarding this agenda may be directed to Jodi Luebke, Park Office (715) 261-1560.

Distribution List: City Website, Media, WSD-Admin, Alderpersons, Mayor, Polley, Dept. Staff, Maryanne Groat, Brad Lenz, Eric Lindman, Lance Leonhard, Wisconsin Woodchucks, Wausau Events, Public Access, Wausau River District

AGENDA SUMMARY

4. Discussion and Possible Action Regarding the Donation of Park Land Adjacent to Westview Terrace Park

Last month the Committee discussed their interest in potentially accepting a donation of land of approximately 0.3 acres adjacent to Westview Terrace Park. The owners of the property located at 1502 and 1504 Silver Spring St are wishing to potentially donate this portion of their property to the City. A creek separates the park from the parcel. The owners are looking to donate it to reduce the amount of property they maintain. Attached is an overview of the parcel. There is a line of wetland on the northern part of the parcel as it nears the creek.

The parcels proximity to the park could be utilized as another entrance to the park with a trail and small footbridge over the creek. The Committee asked staff to provide an estimate of the cost to construct a trail, curb cut and footbridge through this parcel to the existing park. Staff did receive a quote for the trail and estimates the full cost to be \$12,000 plus an annual cost of approximately \$700 and future boardwalk replacement costs.

The Committee is asked to review this potential land donation and determine if this land is desirable to the city. If the Committee determines that the land would be desirable to the city, staff will work with the owners. The land will need to be subdivided and the parcel created prior to the city accepting the donation.

Staff does not recommend the acceptance of this donation due to the added maintenance costs and minimal benefit to the park. The creek is currently on the park property and can be utilized for a natural benefit without the addition of this parcel if the Committee sees the creek as an amenity.

5. Discussion and Possible Action Approving of Revisions to the Park Naming Guidelines and Criteria and Sponsorship Policy for the Parks and Park Facilities

On April 5, 2021, the Park Committee reviewed and approved Park Naming Rights Criteria and a Sponsorship Policy. These same documents were reviewed and approved by the County Parks Commission in March of 2021. It is the goal of the department to have one set of naming rights criteria and one sponsorship policy for both the City of Wausau Parks and Marathon County Parks. The City requires that guidelines and policies such as this be approved by the City Council. Prior to going to the City Council, the City Attorney's office reviewed the documents and made several changes. Most of the changes were formatting and the reduction of redundancies. The content and overall goal of the documents remain the same. In developing the criteria for park naming and a Sponsorship Policy it was important to develop guidelines and criteria that the Committee and Commission can utilize to make an informed, impartial decision on the naming of City and County parks and park facilities and obtaining sponsors for the parks and park facilities.

Staff felt that the changes are significant enough that they should be reviewed and approved by both the Parks Commission and Parks and Recreation Committee. Attached is the revised Park Naming Guidelines and Criteria and Sponsorship Policy.

The Park Commission reviewed and approved this item at their November 30, 2021 meeting. The Committee is asked to review and approve the revised Park Naming Guidelines and Criteria and the Department Sponsorship Policy.

AGENDA SUMMARY

6. Educational Items

6A. Park Updates

Sylvan Hill:

Pump house plumbing complete

Snow making started 11/28 with two snow guns. Daytime temps and humidity are limiting production, however evening temps are allowing for average output.

Construction of boardwalks for the bike trails is underway

Vistas:

The majority of our vistas have been maintenance cleared.

City Forestry:

A new Park Forester was hired and began working on November 29. His name is John Kahon.

Crews are working on small and large tree maintenance pruning.

General Park Maintenance:

Parks have been barricaded in preparation for snow.

Snow removal equipment is in the process of being assembled.

Routine Operations/Programs:

Snow/Ice Removal

Building and structure maintenance.

Shelter reservations and Special Events.

Equipment maintenance and repair

6B. Dog Park Committee Update

Staff contacted the current dog park committee. Three people are interested in continuing on the committee to search for a large site for a potential second dog park. Staff will advertise this committee to gather additional individuals with interest in wanting to serve on the committee.

6C. Riverside Park Testing Update

The WIDNR has submitted their response to the Site Investigation Report to REI. Staff is waiting for REI's final remediation plan that is anticipated to be complete in mid-December.

6D. Urban Forestry Grant Award

The City received a 2021 Catastrophic Storm Grant to assist with costs associated to storm damage of the urban forest. An article on the grant from the DNR is attached.

DRAFT

CITY OF WAUSAU – PARK AND RECREATION COMMITTEE MEETING MINUTES

Date/Time: November 1, 2021 at 4:30 p.m. Location: Council Chambers, City Hall

Members Present: Tom Kilian, Lou Larson, Tom Neal, Pat Peckham (c), Sarah Watson

Others Present: Jamie Polley-Director, Eric Lindman – Public Works Director, Ken Lassa - REI, Matthew Michalski – REI, Mayor Katie Rosenberg, other interested parties

1. In accordance with Chapter 19, Wisc. Statutes, notice of this meeting was posted and sent to the Daily Herald in the proper manner. A quorum was present and the meeting was called to order by Chairman Peckham at 4:30pm.

2. Public Comment – none brought forward

3. Approval of Minutes – October 4, 2021 – **Motion** by Watson, second by Kilian to approve the Park and Recreation Committee draft October 4, 2021 minutes. Motion **carried** by voice vote, vote reflected as 5-0.

4. Discussion and Possible Action Regarding the Donation of Park Land Adjacent to Westview Terrace Park – Polley explained that she was approached by the owners of a .3 of an acre parcel who want to donate it to the city for addition to Westview Terrace Park. If the Committee is interested in pursuing this further, she would let the owners know because they need to get the land surveyed to make it into a separate parcel. Polley said the parcel is separated from the park by a creek so it's not contiguous land and it also may get wet in the spring. There aren't any sidewalks in the area so a benefit could be having a trail put in from the street with a little boardwalk over the creek to get into the park. A trail would shorten the length that some of the neighbors have to walk along the street to get there. She would not take the property just to mow and maintain it; she thought they need to have a use for it and a reason why they are connecting it to the park. Peckham was interested in the parcel while Neal and Larson weren't sure if it would be worth it. Kilian was interested in what the maintenance costs would be. Polley did not feel there would be a lot more costs because staff already mows the park. There would be costs for a curb cut, the trail, and the small boardwalk. She would also have to make sure they follow any DNR wetland regulations before a boardwalk is put in. She didn't see a lot of added maintenance to it as far as ongoing maintenance. After discussion Polley said she would get more information about the costs and bring it back for Committee to decide if they want to pursue the item any further.

5. Discussion and Possible Action Regarding Remedial Action Options for Riverside Park Soils – This item was put on the agenda at Committee's request to discuss the information that was going to be used to get to an action plan. Matthew Michalski from REI Engineering said that the site investigation report requiring them to define the degree and extent of contamination on the site had been submitted to the DNR. He discussed how they did some of their calculations and comparisons on their samplings in the information they provided to the DNR. He said based on those values looking at the NR720 Code and the individual compounds there were 25 out of 74 samples collected that showed exceedances of the non-industrial direct contact standards. He mentioned that TEQ values were a little more complicated because there are different standards, and it gives them a big range of potential values in comparing the calculated TEQ values to. REI's main recommendation was to use the NR720 standards for the individual compounds. They have submitted their report with a review fee that requires the DNR to give them a formal response on the completeness of the report. They have also requested that if TEQ values are required to be used that they are given a value to compare those to so there's no question going forward of if they got definition or not. The DNR will respond to determine if they agree that the degree and extent of contamination is defined or not defined and which way they would like to go. The report was submitted September 15th and REI is expecting a response from the DNR in mid-November. If it's accepted then REI will develop a remedial action options report where they look at cost and options for remedial actions. They are waiting for the DNR's formal response before they can develop the remedial action options report because they need to know what standards they are going to be held to, if TEQ values are going to be used or not because that may make a very large difference in remedial action options.

Peckham questioned with the high number of exceedances if that meant they had sampled the area's most likely to be contaminated or if it was all bad. Michalski said their initial sampling was broad and any additional sampling was focused into the areas where they had exceedances. There is not a grid across the park, they were mainly focusing in areas where they had exceedances trying to define exactly how far out it went. Kilian was glad that REI will receive a formal response from the DNR and also that REI wants to use the NR720 non-industrial RCL's to define the area of future remediation because Wisconsin has protective standards in that regard. He felt if it came down to TEQ, he thought they would want to

hold the DNR accountable to its own State regulator standards. Michalski discussed TEQ's and Kilian gave detailed reasons, if they go down the TEQ route, why he felt that they should not go outside of Wisconsin's regulatory standards.

Peckham questioned if the contamination in the locations came from aerial deposition or industrial site runoff or from both. Michalski discussed the aerial deposition study, and he also discussed the runoff. Some of the highest concentrations are on the inlet and outlet of a short culvert that goes underneath the railroad tracks inside the park and in a little gully going down the ravine into the park. There has been significant change to the landscape over time so it's hard to determine where the culvert all is being fed from now. Kilian raised a question on the retention pond that 3M now has but Lassa said their investigation was for the park property. Kilian discussed the aerial deposition study and his related concerns regarding the neighborhood. He also mentioned source attribution from runoff and his related concerns for the neighborhood property that is adjacent. He noted that he had communicated to the DNR as an alderperson stating he would be most comfortable if State standards were used in response to REI's request to the DNR that if TEQ values are required to be used that REI is given a value to compare them to.

6. Educational Items

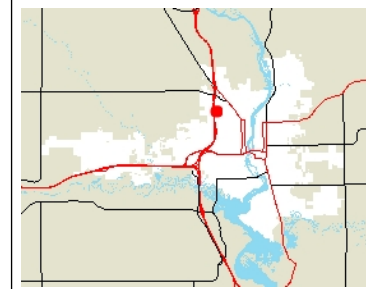
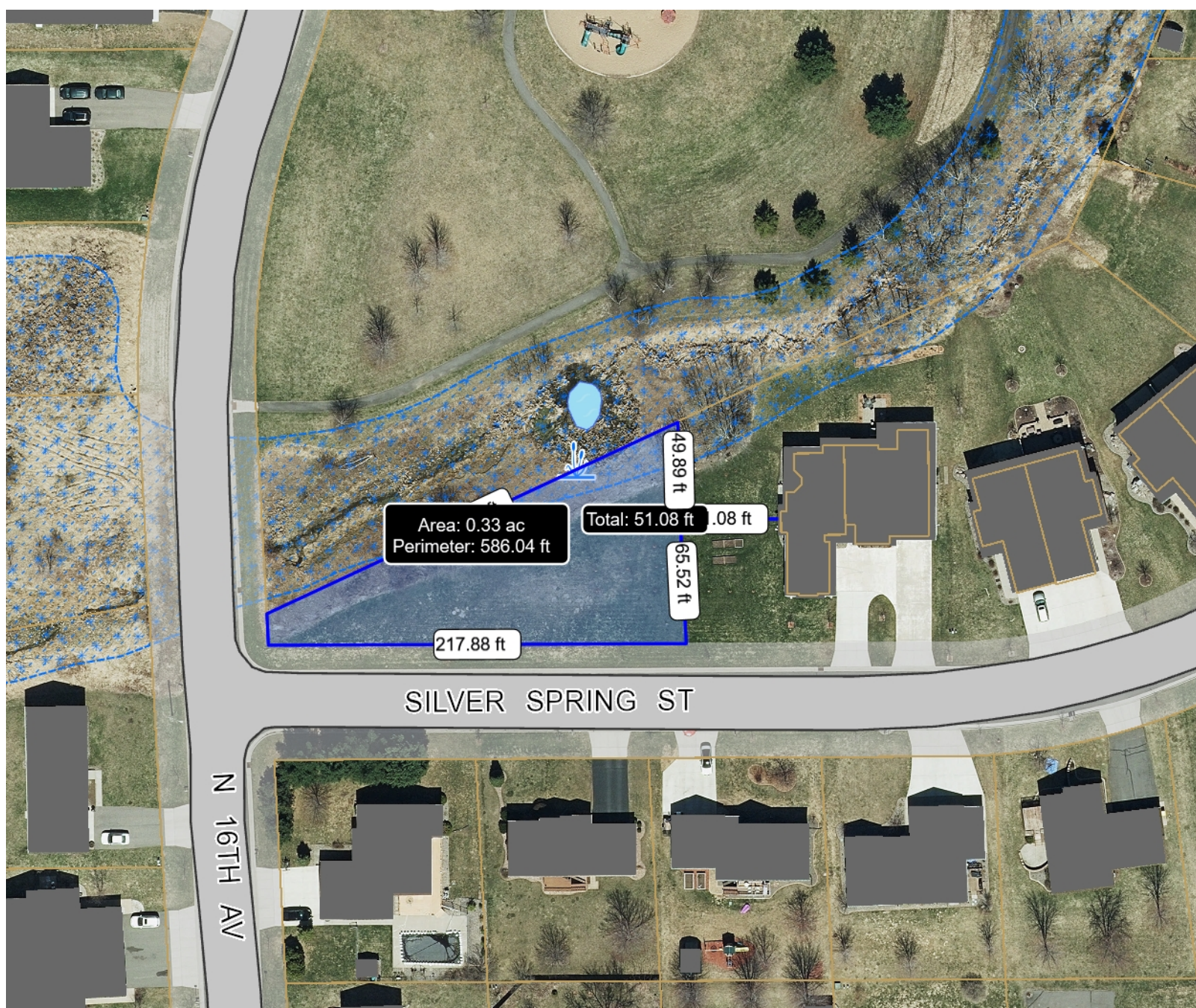
A. Park Update - Memorial Benches: A few benches need to be installed yet and/or repaired due to vandalism. Staff are concluding restoration work around newly installed memorial benches and playgrounds. Water Systems: Most city water systems have been winterized at this point. Sylvan Tubing Hill Snowmaking Water System: Booster pump and plumbing work will be taking place between 10/26 and 11/12. ADA Study Barrier Corrections: Staff continues corrections for ADA guidelines. Small correction levels include small plumbing fixes, fixture and grab bar relocations in restrooms, tree path obstructions, adding ADA approved picnic tables, etc. Ongoing. Oak Island: The open shelter by the skate park is being replaced. Routine Operations/Programs: Mowing Operations; Working on mulching leaves with limited staff. Urban forestry program: Planting will be complete the first week of November, Building and structure maintenance, Shelter reservations and Special Events, Equipment maintenance and repair, Restroom Maintenance

B. Assembly Bill 604 Update – <https://docs.legis.wisconsin.gov/2021/related/amendments/ab604> - Polley explained that this is one bill of many being sent to the House. The Senate companion bill for it hasn't been introduced yet. One of the significant parts of this is that the Department of Administration has the authority to designate public property as temporary shelters where they would allow people to set up camp in a public facility. The first amendment did not allow a public facility to be designated in a municipality or government agency without the permission of that agency unless the community petitions the agency, and it doesn't respond. When this item was put on the agenda, the second amendment hadn't gone through. Then it was voted on and does not allow the Department of Administration to use city public parks or fairgrounds. Several initiatives are being worked on because of the homeless crisis.

7. Future Agenda Items – Kayak Launch Update, second dog park, Polley mentioned that determinations are still being made about reuse of the Stone Mill building.

8. Next Meeting Date – Monday, December 6th at 4:30pm the regular meeting at Council Chambers, City Hall

9. Adjournment – **Motion** by Watson, second by Larson to adjourn at 5:20pm. Motion **carried** by voice vote, vote reflected as 5-0.



Legend

- Muni-Outline (FullExtent)
- Parcel
- Section Line/Number
- Right Of Way
- Building
- Annexation (2015 - Present)**
 - 2015
 - 2016
 - 2017
 - 2018
 - 2019
 - 2020
- HighwaySign (FullExtent)**
 - USH
 - STH
 - CTH
- Street Name**
- Railroad
- Bridge
- Overpass
- Paved Road
- Divided Highway
- Right Of Way
- Lake - Pond
- River - Stream
- WI DNR Wetland (<2 Acres)
- WI DNR Wetland (>2 Acres)
- Wausau Wetland



Notes

Map Created: 10/26/2021

37.41 0 37.41 Feet



NAD_1983_HARN_WISCRS_Marathon_County_Feet

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THIS MAP IS NOT TO BE USED FOR NAVIGATION

WAUSAU/MARATHON COUNTY PARKS, RECREATION & FORESTRY SPONSORSHIP POLICY

I. Statement of Policy

The Wausau/Marathon County Parks, Recreation & Forestry Department ("Department") seeks to encourage and facilitate opportunities for individuals, businesses, for-profit or not-for-profit organizations, or foundations to invest in the future of the City of Wausau ("City"), Marathon County ("County") and its parks and recreation facilities through Sponsorships and contributions that will enhance, beautify, improve, supplement, support, or otherwise benefit the City and/or the County.

All offers of Sponsorship received by the Department will be reviewed in accordance with this Policy. The guidelines and procedures contained within this Policy do not apply to gifts or donations for which there is no benefit or recognition.

II. Purpose

This Policy provides guidelines that facilitate and support opportunities for Sponsorship and is intended to guide the City, County, and the Department in soliciting, managing, and reporting on Sponsorships. The purpose of such Sponsorships is to increase the Department's ability to deliver services to the community and/or provide enhanced levels of service beyond the core levels funded from the City's or County's general fund. The Department will seek Sponsors that further the Department's mission in a manner that respects the noncommercial nature of the Department's, City's or County's property and services. The public's trust, including the public's perception of the Department's, City's, or County's fairness and impartiality, and the Department's, City's, or County's reputation (sometimes collectively referred to as 'public trust') may be damaged by Sponsorships that are aesthetically incompatible with park surroundings, or inconsistent or incompatible with the Department's, City's, or County's public mission and core services. When the Department, City, or County loses the public trust, its ability to govern or maintain and manage its assets efficiently and effectively is impaired. Therefore, the Department, City, and County will consider Sponsorship of certain Department, City or County park property, facilities, events, activities, programs, and services (collectively 'facilities and services') in certain circumstances and in accordance with this Policy. Sponsorships of Department facilities and services are maintained as a nonpublic forum.

III. Definitions.

'Recognition Benefit' is the opportunity given to a Sponsor to have its name and/or logo appear on park property or materials for a specified period of time. The details of those opportunities are specific to each Sponsorship and detailed in a Sponsorship Agreement.

'Sponsorship' is financial or in-kind support from an individual, business, for-profit or not-for-profit organization, or foundation, including other governmental or quasi-governmental organizations, (collectively "Sponsor") in exchange for tangible and intangible benefits to the Sponsor. Such benefits can include but are not limited to marketing opportunities (product promotion and/or temporary advertising) on City, or County property or, association of the Sponsor's name, logo, products, or services with a Department, event, activity, program, or service.

IV. Determination of Sponsorship Opportunities

The Department is responsible for determining the facilities and services within the Department that are suitable for Sponsorship ('eligible facilities and services'). Sponsorships are arranged primarily through two processes: a) self-initiated by the potential Sponsor or b) initiated by the Department through a formal or informal solicitation process.

Sponsorships are appropriate for the following broad types of activities:

1. Events – financial or in-kind support for an event organized by the Department.
2. Park/Facility Development – Financial or in-kind support associated with the design and construction of a particular park or recreational facility. Projects within this category will typically be of a one-time nature.

3. Program Delivery – financial or in-kind support that facilitates the ongoing delivery of a particular program.
4. Park/Facility – financial support of a park facility that supports the maintenance costs of the Department such as a specific field, scoreboard, playground, etc.

Public access to information about Sponsorship opportunities is important:

1. to create an open and fair process and to protect against disputes related to Sponsorships that are category exclusive.
2. to market available Sponsorship opportunities in an open and efficient manner allowing both the potential Sponsor and the Department to negotiate efficiently.

Where Sponsorships are initiated through a formal or informal solicitation process, the Department will make information about potential Sponsorship opportunities available through the Department's website and other appropriate means.

Where offers are self-initiated by the potential Sponsor and involve requests for exclusivity, the Department will endeavor to determine whether there may be other potential Sponsors interested in the same opportunity and in such cases may proceed to identify such other potential Sponsors through a formal or informal solicitation process before making a selection of a final Sponsor for that Sponsorship.

The Department Director may contract with an independent contractor for services related to solicitation and consideration of Sponsorships in accordance with the City or County Procurement Policy.

V. Sponsorship Approval:

Level 1, City Council or Park Commission Approval Required:

Offers of Sponsorship that are for terms of more than five years or are projected to generate \$200,000 or more over the full term of the Sponsorship, or that involve naming rights for any City or County park or facility (whether currently named or unnamed), shall require the approval of the City Council or Park Commission, including its approval of the corresponding Sponsorship Agreement.

Level 2, Department Director Approval Permitted:

Offers of Sponsorship that are for terms of up to five years and are projected to generate less than \$200,000.00 over the full term of the Sponsorship, may be approved by the Department Director, including approval and execution of the corresponding Sponsorship Agreement. This approval includes the authority to approve Sponsorships for naming rights of designated portions of City or County park facilities, such as naming rights for a specific athletic field within a park, or a specific shelter within a City or County park, provided such naming right otherwise meets the requirements of this Level 2 authority. No such Sponsorship approvals may be delegated to any Department Director designee. The Director may always elect to refer any proposed offer of Sponsorship or Sponsorship Agreement within the Director's authority level to the City Council or Park Commission for approval.

Level 3, Departmental Staff Approval Permitted:

The Department Director may delegate the authority to approve offers of Sponsorship and the approval and execution of Sponsorship Agreements that are within the Department Director's authority and are for terms of three years or less and projected to generate less than \$10,000 per year to an appropriate staff member. All such approvals shall be in consultation with the Department Director.

VI. Criteria for Review of Sponsors and Offers of Sponsorship

The following principles form the basis for evaluating every offer of Sponsorship:

1. All Sponsorships must directly relate to the intent of the facility, park, or program.
2. The extent and prominence of the Sponsorship Recognition Benefit.
3. The aesthetic characteristics of the Sponsorship Recognition Benefit; the Recognition Benefit to be offered does not compromise the design standards and visual integrity of the park or facility. Any on-site Recognition Benefits will be of an appropriate size and color and will be done in a way that minimizes impacts on the visitor's experience and visitor use of the park or facility and minimizes impact on the park or facility's surroundings or any interpretive message.
4. The importance of the Sponsorship to the mission, values, and image of the Department.
5. The level of support proposed to be provided by the Sponsor; Sponsorship Recognition

Benefits offered should be commensurate with the relative value of the Sponsorship.

6. The cooperation necessary and degree of support from other departments to implement the Sponsorship.
7. The value of the resources that is provided to the Department in fulfilling its overall mission and its compatibility with the Department's mission.
8. No Sponsorship may suggest in anyway the endorsement of the Sponsor's goods or services by the Department, City, or County or any proprietary interest of the Sponsor in the Department's, City's or County's facilities or services.
9. The Sponsorship must be for a fixed term.
10. Evaluation of the Potential Sponsor which includes but is not limited to:
 - a. Product/services offered.
 - b. Sponsor's record of involvement in environmental stewardship.
 - c. Principles of Sponsor.
 - d. Sponsor's rational for its interest in City or County parks and facilities.
 - e. Sponsor's timeliness or readiness to enter into a Sponsorship Agreement.
11. Other factors that might affect or undermine the public trust or public confidence in the Department's, City's, or County's impartiality or interfere with the efficient delivery of Department's, City's, or County's services or operations, including, but not limited to, the existence of, or possibility for, conflicts of interest between the Sponsor and Department's, City's, or County's officers, employees. Offers of Sponsorship may be rejected where a potential Sponsor is engaged in litigation with the City or County.

Sponsorship offers that seek naming or re-naming of City or County property or facility or any portion thereof will also be evaluated in conjunction with and must meet the requirements of the Department's Park Naming Guidelines and Criteria.

Offers for Sponsorship for eligible facilities and services will also be reviewed to determine that they are complete and properly executed by the Sponsor.

Products, and businesses generally ineligible for Sponsorships under this Policy include for-profit businesses whose primary products or services are substantially derived from the sale of alcohol, drugs, tobacco, gambling, firearms, or sexually explicit materials.

VII. Recognition Benefits and Guidelines

A. Categories

Recognition Benefits that are consistent with this Policy include, but are not limited to generally used forms of branding and advertising set forth below:

- Park and building naming rights, as approved by City Council/Park Commission and in accordance with the Park Naming Guidelines and Criteria.
- Naming rights of fields within City or County parks or buildings within a City or County park, and in accordance with the Park Naming Guidelines and Criteria.
- Signage including:
 - Fencing fabric and/or fence signage
 - Light pole and building banners
 - Certain interior walls.
- Scoreboards.
- PA audio and visual messages.
- Inclusion on printed materials of the Department.
- Inclusion on Department maintained facility webpages and social media.
- Inclusion on bulletin boards.
- Inclusion on information kiosks.
- Inclusion on pavers or other similar permanent fixtures.
- TV Shows.
- Inclusion in or on a facility or service marketing and promotional materials, items, and

messages (including electronic messages, new media and other forms of communication that may arise in the future).

Recognition Benefits that are more interactive than the above may also be permissible for certain facilities or services under this Policy. These include, but are not limited to:

- Give away items, coupons, or other sponsor related marketing materials.
- Event booth space.
- Contests, drawings, or other activities that request a response.

Other proposed forms of Recognition Benefits, other signage and other visible advertising will be considered on a case-by-case basis, consistent with this Policy.

B. Guidelines

Sponsorship Recognition Benefits may identify the Sponsor or product, including the use of Sponsor or product logos and marks. Statements that advocate, contain price information or an indication of associated savings or value, request a response, or contain comparative or qualitative descriptions of products, services, or organizations will not be accepted.

No Sponsorship may suggest in anyway the endorsement of the Sponsor's goods or services by the Department, City, or County or any proprietary interest of the Sponsor in the Department's, City's, or County's facilities or services.

The Department may impose restrictions on advertising, Sponsorship, and naming rights consistent with applicable law and the use of City or County parks and facilities by citizens of all ages, in particular, young children and families. The Department possesses full control over the placement and appearance (including design and materials) of all Sponsorship Recognition Benefits.

No Sponsor shall issue any materials or communications other than as approved in the Sponsorship Agreement, including but not limited to print, video, internet, broadcast, or display items to promote or communicate the Sponsorship using the Department, City's, or County's name, marks, or logo without written approval from the Department Director.

VIII. Sponsorship Agreement

Upon approval of an offer of Sponsorship, the Sponsor and Department shall enter into a Sponsorship Agreement. Entering into a Sponsorship Agreement is not an endorsement of that Sponsor or its services or products.

Agreements should include the following at a minimum:

1. Clear statement how the Department is improving services through the Sponsorship and how the Sponsorship supports the mission and vision of the Department.
2. The financial value, benefits associated, costs of the Sponsorship, including any exclusivity or other hierarchy of benefits.
3. Type of Recognition Benefits and time limit or term of each Sponsorship.
4. Clear statement of Department's and Sponsor's responsibilities and roles.
5. Specific plan for marketing and branding opportunities such as display, type, location, size, design, content, and duration.
6. Provision that the Department reserves the right to terminate any Sponsorship should conditions arise during its term that results in conflict with this Policy, or the Sponsorship no longer serves the best interests of the Department, the City, or the County. Any decision to terminate shall be made in the same manner as the original approval of the offer for Sponsorship.

IX. Appeal Process

Self-initiated offers of Sponsorship that are not accepted may be appealed as follows:

1. A Level 3 offer of Sponsorship that is denied by a Department Director designee, may be appealed to the Director.
2. A Level 2 offer of Sponsorship that is denied by the Director, or their designee, may be appealed to the City Council or Park Commission.

Appeals shall be made in writing and within thirty (30) days of the notice that the offer of Sponsorship is not accepted. Appeals to the City Council shall be directed to the City Clerk. Appeals to the Park Commission shall be directed to the Commission President.

WAUSAU/MARATHON COUNTY PARKS, RECREATION & FORESTRY NAMING GUIDELINES AND CRITERIA

1. Purpose:

A. The Purpose of this Policy is to develop names for City or County parks, property, facilities, or portions thereof that are:

- **Unique.** Unique names are identifiable to a specific place and do not duplicate or are not confused with existing names in the City of Wausau, Marathon County, or neighboring areas.
- **Meaningful.** Names may reference natural features or landmarks, local historic events, or persons with historic significance, locally or nationally.
- **Inclusive.** Respectful of all people and cultures and reflect positive values acceptable to the community as a whole.

B. This Policy applies to the naming of City or County parks, property, facilities, or portions thereof, whether payment has been offered or sought in exchange for the naming privilege through an offer of Sponsorship under the Wausau/Marathon County Parks, Recreation & Forestry Department ("Department") Sponsorship Policy or a naming application has been made without an offer of compensation.

C. Offers for Sponsorship that include or concern naming as a Recognition Benefit are subject to the provisions of the Department Sponsorship Policy and may include provisions for ongoing and special maintenance costs or costs of improvements such as the renovation of a facility. Sponsorship Agreements that include or concern naming as a Recognition Benefit will contain specific terms for discontinuation or termination. Offers of Sponsorship for naming rights of any City park, County Park or facility shall be approved by the City Council or County Park Commission. Offers of Sponsorship for naming rights of designated portions of City or County facilities, such as naming rights for a specific athletic field within a park or a shelter within a City or County Park, may be approved by the Department Director pursuant to the requirements and guidelines of the Department Sponsorship Policy.

2. Guidelines:

A. General Name guidelines:

- Should not duplicate or be easily confused with existing local public or private places.
- Should not be cumbersome, corrupted, or modified names, profane, discriminatory, or derogatory names related to age, race, religion, creed, national origin, sex, color, marital status, disability, sexual orientation, political affiliation, or other similar categories.
- Should not contain names of companies or organizations whose business is substantially derived from the sale of alcohol, drugs, tobacco, gambling, firearms, sexually explicit materials, adult entertainment and/or other practices considered unsuitable or inappropriate for children.
- Should use the fewest words possible.
- Should not be names of appointed or elected local officials currently in office or current City/County employees.
- Former facility names should not be re-used other than for a reconstruction of the same facility in the same location
- .

B. Names of **historic places, events and cultural ideas** utilized for naming purposes shall be appropriate to the site and proposed use.

C. Names may include names of recognizable areas that aid in locating a facility, park, or open space.

D. Names may include references to site features, wildlife, or other natural ideas when site specific.

E. Guidelines for naming in honor of individuals, groups or organizations are as follows.

1. Individuals honored with a park or facility name (“Honoree”) **must** meet all of the following:

- Have resided or worked in Marathon County or the area which has become Marathon County for a minimum of ten (10) years; and
- If a former city or county employee, have been separated from City/County service for at least one year prior to application; and,
- Be highly esteemed in the community based upon character references and generally understood reputation in the community, and without criminal or legal judgments (including violations of environmental laws) which demonstrate poor character.

2. Honoree(s) **are recommended** to meet at least one of the following conditions:

- At least 10 years of civic service (must have made significant and exceptional meritorious contributions to the local parks or local community as a whole for recreation purposes).
- Contributed to the preservation of the City or County’s history or culture
- Contributed in a significant way to the acquisition, development or conveyance of land, buildings, and other amenities to the City or County.
- A major financial contribution (donation of at least 51% of the value of park land dedication).

If the Honoree is living, the naming is only subject to approval after a study has been completed relative to the individual’s background and qualifications pursuant to the criteria set forth above.

2. Groups or Organizations

- Groups, organizations, associations, companies, or businesses that have been instrumental in enabling the City or County to acquire sites either by donation of land or money or have donated the amount of land or money needed to complete development of a park, park facility or park amenity.
- Have a longstanding affiliation with the City/County of significant community service, involvement, or contributions beyond the ordinary interest level whose efforts have:
 - i. Enhanced the quality of life and well-being of City/County residents
 - ii. Contributed to the preservation of the City/County’s history or culture.
 - iii. Made exemplary or meritorious contributions to the City/County or its residents.

Note: Meeting the guidelines does not guarantee that a name will be approved.



November 12, 2021

Mr. Eric Lindman
City of Wausau
407 Grant Street
Wausau, WI 54403

Subject: Site Investigation Report Approval
Riverside Rail Corridor
123 River Street, Wausau, Wisconsin
BRRS ID: 02-37-584785

Dear Mr. Lindman:

The Wisconsin Department of Natural Resources (DNR) has completed a review of the September 2021 Site Investigation Report (SIR), submitted to the DNR on your behalf by REI Engineering, Inc. (REI). The SIR documents the work conducted to investigate Dioxin and Furan compounds. The DNR received a \$1050 fee for review of the SIR.

The DNR concurs with REI's conclusion that the extent of unsaturated soil contamination appears to have been defined by this investigation- no additional investigation of the subject property is required at this time. While Dioxin and Furan unsaturated soil contamination has been identified in the greater West Thomas Street neighborhood, the DNR cannot conclude the source of Dioxin and Furan is the former rail corridor currently owned by the City of Wausau.

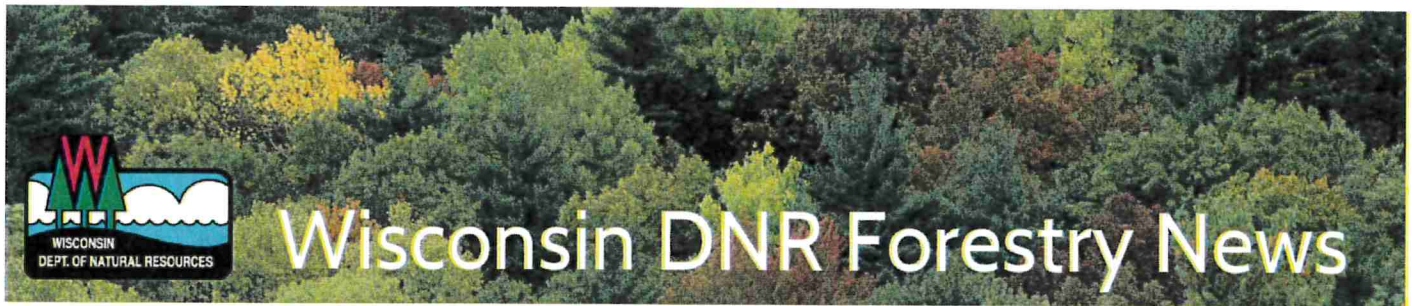
The DNR understands that remedial actions are planned to address unsaturated soil contamination and recommends using Wis. Admin. Code Ch. NR720 non-industrial direct contact standards to guide the remediation.

Thank for your efforts to investigate this site, the DNR looks forward to working with you to complete the restoration of this site. Please contact me at MatthewA.Thompson@wisconsin.gov or at (715) 492-2304 if you have any questions concerning this letter.

Sincerely,

Matt Thompson
Hydrogeologist
Remediation and Redevelopment Program

C: Matthew Michalski, REI



DNR Announces Urban Forestry Catastrophic Storm Grant Recipients

Posted on November 18, 2021

By Nicolle Spafford, DNR Program Specialist,
Nicolle.Spafford@wisconsin.gov or 715-896-7099

The Wisconsin Department of Natural Resources (DNR) today announced the recipients of the Urban Forestry Catastrophic Storm Grants to assist with damage sustained during the July 28, 2021 extreme storm events throughout the state.

The following five communities will divide \$104,920.00 in fiscal year 2022 state grant dollars: Marathon County, City of Omro, City of Ripon, City of Tomahawk and the City of Watertown.

Catastrophic storm grants typically range from \$4,000 to \$50,000. Due to the high number of applications this year, applicants could receive a maximum of \$22,965. Each applicant received at least partial funding. The grants do not require a dollar-for-dollar match.

The DNR's Urban Forestry Catastrophic Storm Grant program funds tree repair, removal or replacement within urban areas following a catastrophic storm event for which

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the governor has declared a State of Emergency under s. 323.10, Wis. Stats.

On July 28, Gov. Tony Evers signed [Executive Order #128](#) declaring a State of Emergency following severe storms affecting several regions of the state causing widespread damage, downed trees and power lines, power outages, and road closures due to debris. Gov. Evers' executive order directs state agencies to help those affected by the storms. It also allows the Wisconsin National Guard to be called to active duty, as the adjutant general deems necessary, to provide assistance supporting local authorities with their recovery efforts.

In the event of a State of Emergency, the program allocates 20% of its available annual funds to aid communities, nonprofits and Tribes.

A catastrophic storm is defined as damage to urban forests caused by snow, ice, hail, wind or tornado. A catastrophic storm does not include insect infestation or disease, forest fire, drought or water saturation due to flooding.

[For information on how to apply, visit the DNR's Urban Forestry Catastrophic Storm Grants webpage](#)

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Contact your [Wisconsin Emergency Management representative](#) for all other disaster assistance.

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