

AGENDA  
COMMITTEE OF THE WHOLE MEETING  
CITY OF BERLIN  
TUESDAY, JANUARY 4, 2022, 7:00 PM  
COMMON COUNCIL CHAMBERS  
<https://us02web.zoom.us/j/89148709007>  
Meeting ID: 891 4870 9007  
1 312 626 6799 US TOLL-FREE

1. Roll Call
2. Virtual Attendees Seated (if necessary)
3. General Public Comments. Registration card required (located at podium in Council Chambers).
4. Approval of Minutes. RECOMMENDATION: Approve the minutes from the December 7, 2021 Committee of the Whole meeting.
5. Audit Contract Renewal. RECOMMENDATION: Discussion and action as appropriate.
6. Child Safety Zone Exception for Ashley Valadez at 204 Ripon Road. RECOMMENDATION: Discuss and Action as appropriate.
7. Employee Residency Requirements. RECOMMENDATION: Discuss and action as appropriate.
8. Commercial Signs Removal on Vacant Properties. RECOMMENDATION: Discuss and action as appropriate.
9. Update on City Audio Visual Broadcasting System Upgrade. RECOMMENDATION: No action required. Update only.
10. Monarch City USA presentation from Mayor Bruessel. RECOMMENDATION: Listen to presentation. Discuss and action as appropriate.
11. Adjourn.

*Note: In adherence to the City of Berlin Public Meeting Participation Policy, public participation will be allowed under each agenda item at the discretion of the presiding officer, with the exception of the Consent Agenda. Attendees must register their intention to participate on either a general comments section or a specific agenda item prior to the meeting by filling out a Registration Card, which can be obtained from the Internet, City Clerk's office or in the City Hall Council Chambers at the podium. Registration Cards should be turned in prior to the meeting to either the presiding officer or City Clerk.*

DATE: December 29, 2021

TO: Mayor and Committee of the Whole

FROM: Sara Rutkowski

RE: **Audit Contract Renewal**

BACKGROUND: Our auditing contract is up for renewal, with the current contract ending in 2021. We typically have a three-year audit contract, which is done by going out for formal bids every three years. The auditing contract does not constitute a public construction contract as governed by §62.15 and §66.29, which would require formal bidding for contracts over \$25,000.

This year, our current auditing firm Hawkins, Ash, Baptie & Co (HABCO), has expressed interest in submitting a renewal quote for Council consideration in lieu of going through the formal bidding process which is similar to what was done in November of 2018.

The City's bidding policy calls for a formal bidding process unless otherwise waived by the Common Council upon determination that the contract will have no substantial changes upon the renewal and that such waiver would best achieve stated objectives. This waiver can be for up to three years. Therefore, Council considerations need to be:

- 1) Will there be any substantial changes upon renewal? *There are no changes to the auditing contract beyond a fee increase of a small percentage each year.*
- 2) Are the objectives of the policy being met? The objectives are the following:
  - OBJECTIVE A: To ensure the lowest price paid by the City. *Not receiving other bids will not allow us price comparison in this case; however, HABCO's pricing has been in line with other firms in the industry in each of the past bidding cycles they have participated in. Because of this and the quality of their work, the City has chosen them as the firm of choice for the past eighteen years.*
  - OBJECTIVE B: To prevent against impropriety in letting bids or contracts by specific individuals and department heads. *Neither the City nor any city employees are receiving any gratuities or "kickbacks" as a result of this contract.*
  - OBJECTIVE C: To allow for Common Council supervision over the bidding process. *The Common Council has complete oversight over the bidding process as always.*
  - OBJECTIVE D: To ensure other factors are considered in the process of bidding and letting of contracts, other than just price, such as quality of work, efficiency of contract renewals, locality of vendor, previous experience with the vendor, and the like. *HABCO has served the city and the utility well over the past eighteen years. It is important for a municipality to have a consistent relationship and history with an*

*auditing firm, as annual audits build on previous audits and city history. I have nothing to offer the Council that would suggest that this would not continue or that a change in auditing firms would be advised at this time.*

Therefore, I am recommending that the Common Council request from Hawkins, Ash, Baptie & Co. a renewal quote for Council's consideration in lieu of going through the formal bidding process. The bid can be brought before Common Council at next week's meeting.

RECOMMENDATION: Request a renewal quote from Hawkins, Ash, Baptie & Co. in lieu of going through the formal bidding process for an auditor.

To: Committee of the Whole

From: Police Chief Jeff Engel

Date: December 22, 2021

RE: Article VI, Section 46-173 Child Safety Zone Exception

**Petitioner:** Ashley Valadez

**Address:** 204 Ripon Rd., Berlin, WI

**Distance to protected safe zone:**

Faith Community Church (200 S. Church St.) 209 Ft.

History:

On Wednesday, December 1, 2021 the petitioner Ashley Valadez reported to the Berlin Police Department for a face to face meeting with law enforcement regarding her move to the City of Berlin and her sex offender registration status with the State of Wisconsin. Ashley provided the information that her case stemmed from a criminal conviction in the State of Minnesota and under Minnesota law, she is mandated to register as a violent offender.

Ashely was convicted of the following crime(s)

- |                                    |                       |             |
|------------------------------------|-----------------------|-------------|
| 1. Deprive custody/parental rights | MN Statute 609.26.(8) | Misdemeanor |
|------------------------------------|-----------------------|-------------|

Ashley relocated to the State of Wisconsin in 2021. A requirement as a registered violent offender under Minnesota law is to inform Wisconsin authorities of her relocation and to register as an offender. Wisconsin does not have a violent offender registry; therefore violent offenders are to register as sex offenders.

After reviewing the City of Berlin ordinances and consulting with Attorney Chier, depriving custody and parental rights is similar to the offense of kidnapping under WI Statute 940.31. The registered offender is not to reside within 300' of a designated safe zone.

Ashley indicated she is relocating to 204 Ripon Rd in Berlin and is living with her fiancé and 6-year-old daughter. 204 Ripon Rd is within the 300' safety zone of a church. From 204 Ripon Rd. to the Faith Community Church property is 209'.

**Case Synopsis:**

Two juveniles walked away from a non-secured youth camp. Arrangements were made with Ashley Valadez and her then boyfriend Jose Agapito Sanchez to transport the juveniles to Winona, MN for a payment of \$1,000.00. The youths, when Sanchez stopped at a gas station, fled the vehicle because they were unable to pay the \$1,000.00. One youth was apprehended by Sanchez. The youth was driven by Sanchez and Ashley to her apartment. The apprehended youth was held captive for approximately 2 days. During that time, the youth was assaulted approximately 12 times by Sanchez and Ashley.

**Follow-up with State of Minnesota Violent Offender Registry:**

On Monday, December 20<sup>th</sup>, 2021, I, Chief Jeff Engel, contacted the Minnesota Violent Offender Registry inquiring as to the offender status of Ashley Valadez. The Minnesota Representative indicated Ashley has moved to Wisconsin and is no longer on their registry. However, Ashley is a 10 year registrant which is the minimal amount of time to be a registrant. The representative cited Ashley is a 0 classification, meaning she has the least likelihood of re-offending.

**Follow-up with Wisconsin Sex Offender Registry:**

On Monday, December 20, 2021, I spoke with the Wisconsin Sex Offender Registry Specialist Jessica Liptow from Green Lake. She indicated familiarity with Ashley. Jessica indicated Ashley is not a high likelihood of re-offending and is compliant with registrant requirements. Jessica stated she informed Ashley to check with local ordinances to make sure she was in residential restrictions pertaining to registered sex offenders.

Ashley's application and supporting documents are attached.

**Recommendation:**

The fact and circumstances indicate that Ashley was involved in a violent offense. The courts found Ashley guilty of a gross misdemeanor requiring Ashley to register as a violent offender. In consultation with the Minnesota Predatory Offender Registry, it is stated Ashley is a zero classification, indicating a low level of re-offending. In consultation with the Wisconsin Sex Offender Registry, it is also their belief Ashley is a low risk in re-offending. Ashley provided multiple letters of reference in support showing she has made significant strides in being a contributing member of the community. Therefore, it is my recommendation Ashley be granted a 91' waiver. With granting the waiver, Ashley must be made completely aware of the situation and circumstances concerning this waiver, including that it can be revoked.

PERMIT APPLICATION FOR EXCEPTION (SEC.46-173) TO THE CITY OF BERLIN -  
CHILD SAFETY ZONE ORDINANCE.

IMPORTANT: THIS APPLICATION SHOULD BE TYPED OR PRINTED IN BLOCK  
LETTERS IN BLACK INK.

DATE: 12.15.21

NAME: ASHLEY CONNIE MARIE VALADEZ

DATE OF BIRTH: 03.29.1993

CURRENT ADDRESS: 204 RIPON ROAD

EMPLOYER: ACE HARDWARE

ADDRESS OF EMPLOYER: 983 E PLAZA RD. WAUTOMA, WI 54982

HIGHEST LEVEL OF EDUCATION COMPLETED: 12

AGES & RELATIONSHIPS OF THOSE WHO CURRENTLY LIVING WITH YOU (do not  
list names): 20 - Fiance 6 - daughter

LOCATION(S) THAT YOU WISH TO ENTER UPON OR BE PRESENT IN BERLIN:  
204 RIPON ROAD

PERMIT QUESTIONNAIRE FOR EXCEPTION TO THE CITY OF BERLIN'S CHILD  
SAFETY ZONE: Please answer the following questions and if needed attach  
additional pages to this application.

1. In your own words, describe the sexual offense(s), including the date(s)  
of conviction and details of the incident. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
2. Describe in detail your reason(s) for requesting an exception to the Child  
Safety Zone and the location(s) where you intend to enter or be present  
upon: \_\_\_\_\_

3. Provide the date(s), and time(s) you intend to be at the location described in question #2. \_\_\_\_\_
4. Are you currently, or will you be upon release from incarceration, under the supervision of the Department of Corrections. \_\_\_\_\_
5. If so, provide the name and contact information for your agent. \_\_\_\_\_
6. Describe how you believe your sexual crime affected the victim in your case (without naming the victim). \_\_\_\_\_
7. Provide a summary of your treatment history. This portion of your application will be held in closed session and not released to the public. 5 years 3-8-14 2-6-15 4-11-19
8. Beside the treatment outlined in question seven, what other assurances can you provide that you will not re-offend sexually in the future? \_\_\_\_\_
9. Have you secured permission from the individual in charge of the property/facility as defined under sec. 46-172? \_\_\_\_\_
10. If you are currently on Probation or Parole through the Department of Corrections, have you secured permission from your Supervising Agent to enter upon property or facilities as defined under sec. 46-172? \_\_\_\_\_
11. It is suggested that you provide individuals that would give voluntarily written statements on your behalf. Submit the written testimony with this application. 21

AUTHORIZATION AND CERTIFICATION: Please read and initial each of the following statements. Your initials and signature verify that you have read, understand, and agree to abide by these statements. initials

I hereby certify that all statements made on, or in connection with, my application are true, complete and correct to the best of my knowledge and belief.

I understand and agree that any misstatements or omissions of material fact subject me to denial of this application. initials

I authorize the City of Green Bay, its officers, agents, and employees to conduct a background check (including criminal) prior to making a decision regarding this appeal. I release and hold harmless the City of Green Bay, their officers, agents, and employees, and the person(s) providing the information, from any liability, related to the performance or result of this check.

Applicant's Signature Ashley Valodenz DATE 12.15.21

Please return the completed application to: City of Berlin Police Department, 108 N. Capron St. Berlin WI 54923. After receipt of this completed application you will be notified of the date and time of your hearing before the City of Berlin Common Council.

1.) In May of 2018, I was going out with this guy who had a friend that wanted to escape the juvenile facility that he was in. We picked him up one night from his job and let him stay in our apartment. Violence broke out between the two of them and the juvenile took off walking and got arrested. The next day we got arrested for kidnapping and assault charges. My charges got dropped because I did no harm to the juvenile. I just gave him a ride and let him stay in my apartment which I got charged with depriving of custodial rights causing the juvenile to be a runaway. Since my initial charge was kidnapping I still agreed to register until 2029.

2.) I am requesting an exception to live next to the Faith Community Church because I am buying this house on a land contract and we have put all of our savings into the down payment of the home.

3.) I have a full time job from 8-5 and every Wednesdays off also every other weekend off. So I will be here from 5:30<sup>pm</sup> to 7am. I work at Ace Hardware in Wautoma as a cashier and department lead.

4.) No. I finished my probation in January of 2021.

5.) N/A



6.) I believe my actions affected the victim by him probably getting a longer sentence and not ever being able to get on a work release again.

7.) I have been in one treatment facility for the use of illegal drugs from June 2018 to December 2018. It was called Divine Hope in Willmar, MN.

8.) I have definitely learned my lesson of helping others do illegal crimes. I had to do a lot to get my daughter back because they took her from me and I will never put her through anything like that again. I have moved from Minnesota to try to start a better life for my family but my past always seems to put a bump in the road for me.

9.) I am currently trying to get permission to live here because all of our things are here, my fiancé works construction here and I transferred my daughters schools. It's a house that we are trying to call our forever home for our daughter and our other child on the way. We want better for our children.

10.) N/A

11.) Please see attached.

To Whom it may concern:

12/15/21

Hello, I am writing this letter to help prove Ashley's worthiness for her new home. My name is Alexis and as Ashley's sister, I feel there is no one better to track her tremendous growth within the past 2 almost 3 years. My sister is a wonderful mother to my niece Diamante. I know that Ashley will do whatever it takes to give her the stable, loving home every child deserves. When my sister took my niece to an entirely new state I was very much concerned but regardless of my selfishness I knew that our hometown just wasn't right for her. There are too many memories of the girl she used to be. Words can hardly explain how proud I am of Ashley. She is my big sister, my best friend, and my second mom. There is nothing more important to me than the safety, well-being, and happiness of my sister, my niece, and my unborn niece or nephew. Ashley has grown so much after moving to Wisconsin and she needs this home for her children. I will forever vouch for my sister's greatness, simply because I have seen it first-hand for my entire life. If for some reason she has to leave her new home it will be such a shame as she carries this light within her that glows up any place she walks into.

Sincerely,

Alexis Trembo

To who I might say  
He may have a job  
Haley grandma she is  
young lady has never  
proud of her. She started  
life. She moved away  
a better life for her family.  
She has a good job and is  
in the process of buying a  
house, that she will be able to call  
(Home) Ashley has gone through  
so much and still keeps her  
head up. I am so proud of her  
and always will. Thank you  
love you always  
grandma



December 18, 2001

To Whom It May Concern:

I am writing on behalf of Ashley Valadez. She is the mother of my granddaughter, and my friend; I consider her to be my second daughter. I've known Ashley for about seven years. In that time, I've seen her go through many life changes and grow into a beautiful, responsible, loving mother + adult. I know she had a hard life as a child, and she has overcome a lot of difficulties. While she's made some bad decisions along the way, I can see she's left her old life behind + is fully embracing her role as a caring, loving mother. She's a hard worker at her jobs. She treats our granddaughter with immense love and caring, taking great care of all of her needs. Ashley makes sure they have quality time together, doing outings, taking care of responsibilities at home and school, protecting her from things in the outside world that would be a bad influence. She pays her bills + makes sure their lives are on the right path. I have full confidence in Ashley as a responsible woman and mother! I'm very proud of all she's overcome + accomplished in her life!

Sincerely,

Cheryl Frank

370-894-2922

To Whom It may Concern:

I've known Ashley for about 2 years and she is a good person. She works hard for her family and does what she can to help me with child care when I need it. They just relocated from Wautoma as their landlord was selling the house they did call home, so they moved to Berlin and put all their savings into a land contract home to be permanent. She is friendly & caring person to be around. She originally came from MN and the life they created here in WI is way better for her & to be close with family & friends. She does an amazing job raising her daughter & they are expecting another child & I couldn't be prouder & happier for her. Please consider her to be a permanent resident of Berlin. She deserves it!!

Shannon  
Thompson

I am writing in regard to Shirley Whitehead. I have known Shirley for about 3 years. Shirley has completely changed her life around for the better. She is a very honest and hard working person. She is a wonderful mother. She has been law abiding since ever. She is happy to. She is trying to make a new start and to keep going on the right track. I believe people can change for the better and I believe Shirley has changed for the better.

Thank You  
Lisa Romero  
(330) 905-6860

DATE: December 29, 2021

TO: Committee of the Whole

FROM: City Administrator Sara Rutkowski

**RE: Employee Residency Requirements**

BACKGROUND: The subject of residency requirements for employees has come up over the past few years and has recently been a discussion point at the Police & Fire Commission. Back in September of 2020, the Police and Fire Commission asked Council to review the policy. Under current law, municipalities cannot require residency for municipal employees; however, they can require a 15 mile residency requirement for public safety personnel. 15 miles is the most restrictive allowed. The City of Berlin does currently require public safety employees to be within 15 miles for response time purposes, with the exception of the EMS department personnel.

Police Chief Engel has asked that Council review this policy and consider making changes to it as it does impact the Police Departments pool of applicants. Attached you will find the current residency policy in the Employee Handbook and a copy of the current statute regarding residency requirements for the discussion. Police Chief Engel has also included some additional information.

RECOMMENDATION: Discuss and action as appropriate.

**66.0502 Employee residency requirements prohibited.**

- (1) The legislature finds that public employee residency requirements are a matter of statewide concern.
- (2) In this section, "local governmental unit" means any city, village, town, county, or school district.
- (3)
  - (a) Except as provided in sub. (4), no local governmental unit may require, as a condition of employment, that any employee or prospective employee reside within any jurisdictional limit.
  - (b) If a local governmental unit has a residency requirement that is in effect on July 2, 2013, the residency requirement does not apply and may not be enforced.
- (4)
  - (a) This section does not affect any statute that requires residency within the jurisdictional limits of any local governmental unit or any provision of state or local law that requires residency in this state.
  - (b) Subject to par. (c), a local governmental unit may impose a residency requirement on law enforcement, fire, or emergency personnel that requires such personnel to reside within 15 miles of the jurisdictional boundaries of the local governmental unit.
  - (c) If the local governmental unit is a county, the county may impose a residency requirement on law enforcement, fire, or emergency personnel that requires such personnel to reside within 15 miles of the jurisdictional boundaries of the city, village, or town to which the personnel are assigned.
  - (d) A residency requirement imposed by a local governmental unit under par. (b) or (c) does not apply to any volunteer law enforcement, fire, or emergency personnel who are employees of a local governmental unit.

**History:** 2013 a. 20.

Because, by its plain language, this section uniformly affects every city or village, it trumps the city of Milwaukee's charter, and the city may not enforce its residency requirement. *Milwaukee Police Association v. City of Milwaukee*, 2016 WI 47, 364 Wis. 2d 626, 869 N.W.2d 522, 14-0400.

Although this section abolishes residency requirements generally, it does not create a vested right for law enforcement, fire, and emergency personnel to live wherever they want. Quite the opposite, it grants local governments the authority to adopt a 15-mile radius requirement for those employees. *Milwaukee Police Association v. City of Milwaukee*, 856 F.3d 480 (2017).



An employee shall file a written letter of resignation to their department head including a termination date. Once a resignation has been submitted, it cannot be withdrawn, except upon mutual agreement by the employee and the department head/supervisor.

Any employee who gives notice of termination or is terminated by the City of Berlin shall be paid wages and vacation accrued to the date of the separation. Accumulated vacation earned but not taken prior to termination date and any unused compensatory time shall be paid within fifteen (15) days after employment termination.

Terminating employees, prior to leaving the premises on their final day, shall be expected to attend an exit interview/meeting with their Department Head and/or the City Administrator at such interview/meeting, employees shall be required to turn in all City property in their possession including, but not limited to, keys, credit cards, safety equipment, and City records.

**RESIDENCY REQUIREMENTS:** Emergency personnel who were employed by the City on July 1, 2013, but who did not reside within fifteen (15) miles of the City of Berlin jurisdictional boundaries on that date, are not subject to the terms of this provision unless the employee has since moved from the residence the employee resided in on said date, whereby the employee shall then be required to comply with this provision.

Residency requirements for law enforcement, fire department and EMS personnel shall be established by separate departmental policies, and for law enforcement personnel may also be the subject of a collective bargaining agreement. Any residency requirements established shall be in compliance with Wis. Stat. §66.0502(4)(b), and all employees that are subjected to a residency requirement as described herein, or in such separate departmental policies, are deemed to be either law enforcement, fire or emergency personnel.

Some personnel, although deemed to be law enforcement, fire or emergency personnel under Wis. Stat. §66.0502(4)(b), such as but not limited to EMS and fire department on-call volunteers and employees, may not be subjected to residency restrictions because of the on-call response time restrictions already placed on such volunteers and employees, and because the City has a facility available to house EMS volunteers and employees while on call. Also, in regard to the EMS, for which there is already a limited recruitment pool of potential volunteers and employees, the Common Council has determined that imposing a residency requirement on such EMS volunteers and employees would create an additional burden on finding available qualified candidates for such positions which would be contrary to the City's interests.

All Public Works Department and Water & Sewer Utility employees, and the City Hall Custodian, shall be considered emergency personnel, and as a condition of employment, shall reside within fifteen (15) miles of the City of Berlin jurisdictional boundaries. Residency must be established within one year of the employee's commencement of employment with the City. The City reserves the right to determine whether an employee's living arrangements satisfy the requirements of this provision.

**LICENSES & CERTIFICATIONS:** Applicants for a position requiring a license and/or certification must present valid proof of the same prior to the first assigned starting date. Licenses and Certifications should be maintained throughout employment at the City. It is the employee's responsibility to maintain the required licensing and certifications required for his/her job. The employee is responsible for any cost relating to licensing and/or certification. The City of Berlin retains the right to verify compliance at any time.

To: Committee of the Whole  
From: Chief Jeff Engel  
Date: December 29, 2021  
RE: Residency Requirements for Police Officers

The law enforcement community, including the Berlin Police Department, is experiencing unprecedented times of difficulty in recruiting and retaining law enforcement officers. Law enforcement agencies are being forced to become creative in the recruitment of officers. The Berlin Police Department, in efforts to be competitive in recruiting and retaining officers, is requesting Common Council to evaluate and amend residency requirements pertaining only to the Berlin Police Department.

**Berlin Police Department Concerns:**

- The housing market is extremely tight in the 15-mile residency area.
- Limited inventory and available houses are pricey for the amount of work needed.
- Officer Josh Heider has been looking for a residence Since May. He found his dream home. Prime dollar was being asked for a house needing significant amount of work. In essence, a lot of money is being spent on a "fixer-upper."
- With limited housing, there is a concern of not having a job with the Berlin Police Department in the long term if they cannot find housing.
- Officers are concerned for their safety:
  - An officer purchased a surveillance system to monitor his residence after an incident involving his family.
  - Several encounters with arrested subjects in stores and other public places while off duty.
  - Officer had food delivered to residence and the individual was a person he arrested.
- BPD is a young department, therefore certain life decisions (marriage, family) influence an officer's decision in deciding to stay with BPD. Families want convenience and anonymity, availability of shopping, restaurants, and entertainment. With the market in law enforcement, experienced officers can easily move to another agency with more relaxed residency requirements that will have more access to those items.

**Additional Information Concerning Fox Valley Technical College recruitment visit:**

- Residency requirements were required by 50% of law enforcement recruits.
- The most restrictive agency was a 20-mile restriction. The least restrictive mileage was a 50-mile restriction.
- Law enforcement recruits cited an overly restrictive residency policy would deter them from applying to an agency.

**Additional Thoughts:**

- Berlin Police Department is a 24-hour operation, meaning there will always be someone on duty to protect the city in an emergency.
- Agencies with no residency are more diverse than agencies with residency.
- We need to attract and retain the best talent. Relaxing residency is a zero cost opportunity to do so.
- Working for the City of Berlin is a life decision and cannot be viewed as a business decision. Relaxing the residency requirement will make the life decision easier.

**Conclusion:**

I would like to request Common Council look at relaxing the residency requirements from 15 miles to 50 miles or eliminate the requirement entirely - specifically for the Police Department. Council has the ability to adjust the requirement as needed. In the City of Berlin Employee Handbook on page 7, it states the Council has adjusted the residency requirement already for the EMS department due to the same concerns the Police Department is facing today.

*"Also, in regard to the EMS, for which there is already a limited recruitment pool of potential volunteers and employees, the Common Council has determined that imposing a residency requirement on such EMS volunteers and employees would create an additional burden on finding available qualified candidates for such positions which would be contrary to the City's interests."*

Berlin PD has officers on duty 24/7. This makes the PD department similar to the EMS Department and therefore, the Police Department should have the same relaxed residency requirements as the EMS Department.

# Costs Associated with Joining Monarch City USA

## JOIN MONARCH CITY USA

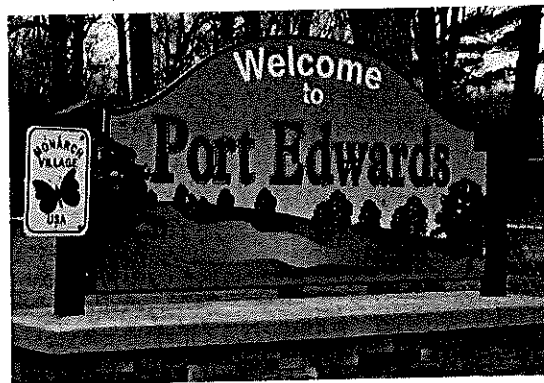
America has over 19,000 municipalities. Our goal is to get as many as possible in as short of time as possible to become creators/supporters of new monarch milkweed sites within their borders. Membership allows other cities and towns to inquire about who is a member and how close are they to their city or town. We believe in networking for more monarch habitat.

To be a **Monarch City USA member** your mayor and/or local government chief executives must register with us, pay the \$50 lifetime fee, and purchase one or more signs. Signs are \$150 each, but if you order 10 signs we will give you two more signs for free (use code 12FOR10). We call it our "ten for a dozen" program. It pays to buy in bulk. Most cities will purchase many signs. Local garden clubs and other good civic organizations will likely want to purchase the signs for your city. Ask around.

To be a **member of Monarch City USA**, we ask that you commit to these simple, positive actions:

1. Publicly proclaim that your city is committed to helping the monarch butterflies survive by your immediate and future actions. (A good example is from Brookings, Oregon: <https://or-brookings.civicplus.com/AgendaCenter/ViewFile/Item/6170?fileID=12283> )
2. Encourage citizens to plant private milkweed and nectar gardens throughout your city.
3. Work with gardening, landscaping, and/or arboretum clubs in your city.
4. Support the national movement to support monarch butterfly habitat development by purchasing and placing Monarch City USA signs at appropriate sites.
5. Convert abandoned lands to monarch butterfly habitat.
6. Re-establish native milkweed and nectar plants where possible.

7. If possible, host an annual monarch butterfly festival. (Free advice is available from us, Monarch City USA.)
8. Integrate monarch butterfly conservation into the city's future land use planning efforts.
9. Work with the local K-12 school system and educators to promote a better understanding of land use conservation.
10. Investigate possible Monarch Butterfly Sanctuary sites.



Port Edwards, Wisconsin displays their "Monarch Village USA" sign on an entrance to the village. (Photo courtesy Pat McGrath)

### **POSSIBLE CITY SITES FOR THE STREET SIGNS**

You know your city better than anyone else. We suggest that possible sites are along boulevards, streets, and avenues, on school grounds, around city hall, in your parks, etc.

The signs honor your city's commitment to a better habitat for the monarchs. And, it lets your citizens and visitors know of your belief in a better habitat for one of nature's marvels: THE MONARCH BUTTERFLY.

### **PURCHASE MONARCH CITY USA STREET SIGNS**

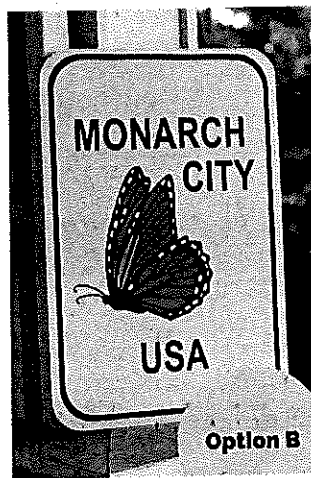
Each all-weather street sign, 12 inches by 18 inches, costs \$150, which includes mailing costs. The street signs are of city-grade metal and paint and made in the USA of the highest quality. You may customize the wording on the sign to fit your

organization. We have customized MONARCH VILLAGE USA, MONARCH SCHOOL USA, MONARCH PARK USA, and more.

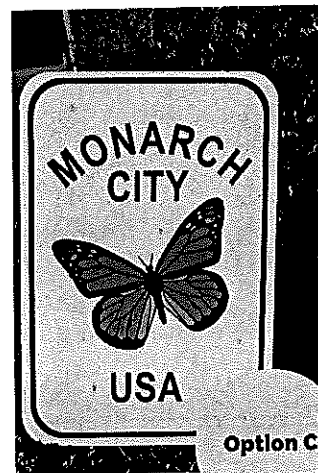
We offer a choice of three slightly different and yet beautiful street signs. Again, they are all-weather street signs of top-quality metal and paint. You can order signs when you register, and you can always order additional signs at any time. After payment, your order will be delivered within ten working days to any location in the continental United States.



Option A



Option B



Option C

<b>Total Costs=</b>	<b>Lifetime membership fee</b>	<b>\$50</b>
	<b>Signage</b>	<b>+ \$150 each or \$1500 for 12</b>
	<b>Seeds (If needed)</b>	<b>+ free or The Mayor will cover</b>
		<b>\$50 - \$1550</b>

I'm asking the City of Berlin to spend \$1550 to give our city an edge in promoting our city.

Various promotions and activities can be designed around being a Monarch City USA city. Schools and local businesses will benefit from these promotions.

Cost can be offset by having local businesses, organizations, and residents sponsor a sign.

## WISCONSIN NATIVE MILKWEED SPECIES

Butterfly Weed, *Asclepias tuberosa*

Clasping milkweed, *Asclepias amplexicaulis*

Common Milkweed, *Asclepias syriaca*

Green comet milkweed, *Asclepias viridiflora*

Mead's milkweed, *Asclepias meadii*

Oval-leaf milkweed, *Asclepias ovalifolia*

Poke milkweed, *Asclepias exaltata*

Prairie milkweed, *Asclepias sullivantii*

Purple milkweed, *Asclepias purpurascens*

Showy milkweed, *Asclepias speciosa*

Sidecluster milkweed, *Asclepias lanuginosa*

Swamp milkweed, *Asclepias incarnata*

Tall green milkweed, *Asclepias hirtella*

Whorled milkweed, *Asclepias verticillata*

## OHIO



Members from Sandusky, Ohio pose with their Monarch City USA signs. Left to right: public services director Brad Link, commissioner Dave Waddington, ex officio mayor Dennis Murray Jr., Ontario Elementary School teacher Jacquelyn Betzel-Conrad and public services administrative assistant Kelly Kromer

Photo credit: Jilly Burns – Sandusky Register

Canal Fulton

Cowan Lake State Park

Hamilton

Kelleys Island

Morgan's Campground - Monarch Campground USA!

Oak Harbor

Oberlin

Port Clinton

Put-in-Bay

Sandusky

## OKLAHOMA

Broken Arrow

## OREGON

Brookings

Kalmiopsis Elementary School - Monarch School USA!

Elkton

Sisters Middle School - Monarch School USA!

## PENNSYLVANIA

Butler

## SOUTH CAROLINA

Greer

Irmo

## SOUTH DAKOTA

Pelican Lake Recreation Area

Sanderson Gardens

Yankton

## TEXAS

Denton

Jayton

John F. Ward Elementary School - Monarch School USA!

Kingsville

Midland

Temple



## Monarch City USA Members

### **ARKANSAS**

Bella Vista

Fairfield Bay

Jasper

### **COLORADO**

Lamar

### **DELAWARE**

Georgetown

### **FLORIDA**

Dade City

DeLand

Deltona

Gainesville

Green Cove Springs

Hallandale Beach

Lake Helen

Longwood

Marathon

Mount Dora

New Port Richey

New Smyrna Beach

Orange City

Ponce Inlet

Sanford

Venice

### **IDAHO**

Lincoln County

Mountain Home

Rathdrum

Shoshone

Twin Falls

### **ILLINOIS**

Charleston

DeKalb

Orland Park

Zion

### **MICHIGAN**

Highland

### **MISSOURI**

Cole Camp - First registered member of Monarch City USA!

Sedalia

### **NEW JERSEY**

Monmouth Beach

### **NORTH CAROLINA**

Wake Forest

## **UTAH**

Cedar Hills

Millcreek

## **VIRGINIA**

Blacksburg

## **WASHINGTON**

Ellensburg

Journey School, Lynnwood

First Monarch School USA!

## **WISCONSIN**



Mrs. McGrath presents Mr. Cronan a sign to be hung on the Elementary School celebrating the achievements of the school in helping to protect the Monarch Butterfly. Photo via Port Edwards School District.

Appleton

Bayside

Greenfield

Hales Corners

Port Edwards - First Monarch Village USA!

Port Edwards Elementary School - Monarch School USA!

Port Washington

River Falls

River Hills

Rome

Two Rivers

## **WYOMING**

Hulett

## **GROWING MILKWEED FOR MONARCH BUTTERFLIES**

The Monarch butterfly population is in decline. Although population estimates vary each year, Monarchs have declined drastically from their peak population in the 1990's due to several contributing causes. Monarch caterpillars can eat only milkweed and we have lost billions of milkweed plants, mostly to development and elimination as weeds in farm areas, fields, roadways and other spaces. You can help Monarchs by planting milkweed in your yards to start replacing what has been lost and feed hungry caterpillars.

Milkweed can be grown from seed or purchased as container plants. Container plants can be planted any time after the danger of frost has passed. Choose plants that have not been treated with pesticides, insecticides or neonicotinoids. It is important to choose the best milkweed for the garden's size and location.

Milkweed seed can be collected from existing plants or purchased from native plant nurseries. For purchased seeds, follow the planting instructions on the seed packet.

### **GATHERING SEEDS**

Collect seeds when the seed pod turns tan and opens easily. Separate the seed from the "fluff" and store in a paper envelope or paper bag.

### **GROWING PERENNIAL MILKWEED FROM SEED**

The best time to plant seeds is in the late fall (from mid-October until the ground freezes). Planting in the fall allows for natural stratification (cold treatment) so the seeds will germinate the following spring.

Carefully place the seeds in your garden covered with a thin layer of soil (1/4" or less) and water. If waiting for spring to plant, the gathered seeds will need to be stratified. To do this:

- 1) Mix the seeds with moist fine sand.
- 2) Seal the mixture in an airtight container.
- 3) Keep in an unheated garage or refrigerator for 30 to 90 days of cold treatment.

The seeds should be planted in the spring after the danger of frost has passed. The seedlings may not bloom the first year, but the leaves still are a source of food for caterpillars.

### **Resources on Milkweed and Monarch Butterflies:**

- [monarchjointventure.org](http://monarchjointventure.org)
- [monarchwatch.org](http://monarchwatch.org) (University of Kansas)
- <https://monarchlab.org/biology-and-research/monarch-rearing/finding-collecting-and-growing-milkweed/> (University of Minnesota)
- [www.fws.gov/midwest/news/PollinatorGarden.html](http://www.fws.gov/midwest/news/PollinatorGarden.html)
- [www.xerces.org](http://www.xerces.org) (Milkweed Seed Finder/Monarch Conservation)

# MILKWEED IN THE GARDEN

Milkweed is the *only* food source for Monarch caterpillars.

## **BUTTERFLY MILKWEED** (*Asclepias tuberosa*)

Exposure: Full Sun      Soil: Well-drained  
Bloom time: June-August      Height: 2-3'



## **SWAMP MILKWEED** (*Asclepias incarnata*)

Exposure: Full Sun      Soil: Damp to Medium  
Bloom time: June-August      Height: 3-4'



## **COMMON MILKWEED** (*Asclepias syriaca*)

Exposure: Full Sun      Soil: Dry to Medium  
Bloom time: June-August      Height: 4-6'



## **WHORLED MILKWEED** (*Asclepias verticillata*)

Exposure: Full Sun      Soil: Dry to Medium  
Bloom time: July-September      Height: 1-2'



## **POKE MILKWEED** (*Asclepias exaltata*)

Exposure: Part-sun      Soil: Medium  
Bloom time: June-July      Height: 4-5'



## **TROPICAL MILKWEED** (*Asclepias curassavica*)

Annual in Wisconsin  
Exposure: Full Sun      Soil: Dry to Medium  
Bloom time: June-September      Height: 2-3'



## **SULLIVANT'S MILKWEED** (*Asclepias sullivantii*)

Exposure: Full Sun      Soil: Medium  
Bloom time: June-August      Height: 3-5'



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