

WCMA

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WCMA NEWSLETTER

FALL 2002

REPORT ON THE 2002 ICMA CONFERENCE

The theme of the 2002 ICMA Conference held in Philadelphia was "Rising to the Challenge". Managers throughout the nation (and certainly in Wisconsin) have been struggling to find the resources to provide necessary services and protect their communities. A number of educational sessions were offered on what the next steps might be.

Edward Rendell, former Mayor of Philadelphia, in his keynote speech explained how he dealt with a \$230 million deficit he inherited when first elected mayor. He left office with the city having a surplus by utilizing performance measures, internal "profit sharing", privatization and cooperative efforts.

Ray Suarez, senior correspondent with the Jim Lehrer Newshour, discussed "the brave new world and the future of America's Cities after September 11th". While most Americans conduct their daily lives in a business as usual manner, they expect (demand) government to protect them, while striking an appropriate balance between a police state and disordered chaos that allows terrorism to reign.

Dr. Lorraine Monroe is a New York educator. She successfully turned a failing inner-city school into an institution where 100% of the students go on to college. Her view is that the key to any leadership is based on a demand for excellence. Excellence is not innate, it must be learned and nothing less should be tolerated. She believes this can be accomplished by setting down clear rules with clear consequences if the rules are violated.

Organizationally, Bill Hansel retired as the ICMA Executive Director after serving the Association for 19 years. Bob O'Neil has been selected to replace him. An invitation has been sent to Bob to attend a WCMA Conference in 2003.

If you have not had the opportunity to attend an ICMA conference, you are encouraged to try to include it in your annual budget as a part of your training and professional development program. It is an excellent opportunity to broaden your knowledge and meet new and interesting people. One WCMA participant met an assistant manager from a suburb of Sidney, Australia, as well as managers from Minnesota, New Hampshire and Maine. He enjoyed being able to spend time talking to them about mutual municipal challenges and opportunities.

The next ICMA conference will be held in Charlotte, North Carolina, September 21-24, 2003

2011 ICMA CONFERENCE

The WCMA Executive Board has decided to submit a bid to try to bring the 2011 ICMA Conference to Milwaukee. A committee has been created to develop a proposal. Several members of the committee met with Stephen Peeler of the Greater Milwaukee Visitors and Convention Bureau while they were in Philadelphia. Mr. Peeler explained the assistance his organization would provide, which include negotiating room rates and fund raising. He indicated that an organization similar to ours raised \$100,000 by raffling off a Harley-Davidson Motorcycle at one of their conferences. The deadline for submitting a proposal is December 2, 2002. If you would like to help the committee in this endeavor, please send Dennis Jordan a message at djordan@dotnet.com or call him at 920-361-5403.

WISCONSIN: CRISIS IN FUNDING I

The State of Wisconsin has a serious funding crisis. According to the recently released White Paper written by a cross section of former Wisconsin cabinet level officials who served under governors of both political parties, by GAAP standards it is the largest fiscal deficit in percentage of the 50 states. The solution to this fiscal crisis will impact all municipalities in Wisconsin. What's the solution? How can you protect your community? What have other countries done in similar circumstances?

Find the answers to these and other questions. Plan to attend the November 12 conference called "**The Crisis in Funding Local Governments and Schools – Lessons from Other Countries**". This conference is sponsored by the University of Wisconsin and UW Extension and is being held at Monona Terrace in Madison. It runs from 8 AM to 4 PM. Representatives from five countries will be making presentations. This is truly a unique opportunity for Wisconsin managers. For more information, contact Terry Shelton at 608-262-3038 or visit the website at lafollette.wisc.edu.

WISCONSIN: CRISIS IN FUNDING II

A cross section of former cabinet level officials who served under governors of both political parties was called together by the University of Wisconsin to investigate the State's fiscal crisis and recommend solutions. This group was formed after the legislature and Governor failed to deal with the issue effectively in its last session. This bipartisan group after significant internal debate concluded that the solution to the \$2.8 billion deficit will require:

- Reducing support to K-12 Schools from 66% to 63%
- Reducing Shared Revenues to local government
- Eliminate many of the "political" sales tax exemptions that have been enacted over the years
- Increase the sales tax from 5% to 6%
- Reduce the income tax
- Increase vehicle registrations and other use taxes

WCMA sent a copy of this report to the members via email on October 18th. If you did not receive it or discarded it and want it resent to you, email a request to: rellingen@virchowkrause.com.

WISCONSIN: CRISIS IN FUNDING III

Late last year Governor McCallum created a Task Force on State and Local Government. WCMA requested that a member be appointed to this task force. The Governor chose to ignore this request. This task force was created to recommend opportunities to improve the State's economy, review revenue support to and between local governments, increase government efficiency and improve service delivery. The task force is chaired by Tim Sheehy.

On October 4th, the Task Force submitted a draft report for review and comment. WCMA sent members a copy of this report on October 16th, with a request to share it with your elected officials and send comments, suggestions and reactions to the Task Force. Don't depend on someone else to respond. This is an opportunity to be heard and help shape the thinking if not the future of State/Local relations in Wisconsin.

The report and a response form can be found on the Task Force web site:

<http://taskforce.wisgov.state.wi.us>

Members of the Governor's Task Force on State and Local Government include:

Lt. Gov. Margaret Farrow; Menominee County coordinator Ron Corn; Mark Dahlberg, Grantsburg village president; Rick Gale, president of the Professional Firefighters of Wisconsin; Appleton Mayor Tim Hanna; Dunn County Executive Jane Hoyt; Racine County Executive Jean Jacobson; Town of Campbell Chairman Dan Kapanke; Town of Angelo Chairman Tom Leverich; Rep. Dan Meyer (R-Eagle River); Bill Mielke, a Waukesha municipal engineer; J. Michael Mooney, chairman of NAI MLG Commercial; Mequon Mayor Christine Nuernberg; Rep. Tony Staskunas (D-West Allis); and Ed Zagzebski, Wisconsin Housing and Economic Development Authority board member.

2003 WCMA DUES

At the June WCMA Business Meeting, the membership approved a change in the WCMA membership dues structure. The dues invoices will be sent out in January. The dues for full membership will be 0.15% of salary with a \$60.00 minimum and a \$150.00 maximum. You may want to keep this in mind as you prepare your 2003 budget.

NEW MEMBER OUT-REACH

One of the initiatives of WCMA President Dennis Jordan is to try to expand the membership. He will be asking each regional coordinator to extend a personal invitation to non-member administrators in their region to consider joining WCMA. You can help. If you are aware of non-members in your area, talk to them about joining. Or if you prefer, forward their name to your regional coordinator or WCMA. Also, Chris Lear, Germantown, has been appointed Region VI Coordinator to replace Scott Gosse.

There are currently no WCMA members in 15 of Wisconsin's 72 counties: Clark, Dodge, Florence, Forest, Green, Iowa, Iron, Jackson, Lafayette, Marquette, Menominee, Oneida, Pepin, Price, and Vilas. Representation from each county would help to make WCMA a truly state-wide organization. If you have the opportunity to speak with administrators in these counties, please tell them about WCMA and encourage them to join.

WCMA ROSTER AND SALARY SURVEY

The response to this year's salary survey was slow to say the least. After several attempts to get members to respond, we decided to send you what we have. The roster and salary survey was sent out via email on October 18th. If you did not receive it or would like it in hard copy form, let Diane Gardner know. You can send a request to her via e-mail at the following address: dgardner@virchowkrause.com.

In February, we plan to update the roster after membership dues are paid and resend it to the members. We believe this will result in a more up to date roster for the members.

WAMCAM UPDATE

The Wisconsin Association of Municipal and County Assistant Managers (WAMCAM) continues to provide new services to its members. WAMCAM members now receive an e-newsletter on a regular basis which includes information prepared by and for assistants. In addition, our website recently went on-line and is available at: www.wcma-wi.org/wamcam.

Bi-monthly programs and events are held, with the most recent being held at the State Capitol. This event was promoted as a "Bring Your Boss" event, and featured a discussion with State Rep. John LaFave regarding developing positive relationships between legislators and local government managers. During lunch Rich Eggleston, of the Wisconsin Alliance of Cities, spoke to the group regarding the challenges of local government consolidation. We were happy to see many members and their bosses attend this event.

WAMCAM now has over 40 members. A roster of WAMCAM members is included with the new 2002 WCMA roster, or at the WAMCAM website. For information on membership, please contact the chair of the Membership Committee, Peter Coffaro, by phone at (414) 479-8916 or pcoffaro@ci.wauwatosa.wi.us. As always, WAMCAM is thankful for the support and encouragement from WCMA and its members.

DOA DEMOGRAPHIC SERVICE

The Wisconsin Department of Administration's Demographic Services Center develops annual total population estimates for all towns, villages and cities in the state. In addition, the center develops population projections for counties and municipalities, estimates of total housing units and households for counties, and estimates of the voting age population for municipalities.

Some of this information is sent to each county and municipality each year to assist with filing forms related to elections, grants and other programs. If you would like to find out this information for other communities in the state, much of it is available on the DOA web site: doa.state.wi.us/dhir/boir/demographic/index.asp You will also find links to other Wisconsin demographic information, maps and graphics, and links to U.S. Census information.

POSITION ANNOUNCEMENTS

City of Lake Geneva (pop. 7,000+)

Administrator – Desired qualifications: Bachelors degree in public administration or related field, minimum 3 years municipal experience in local government; TIF and redevelopment financing; human resources, labor negotiations, grant writing, smart growth, coordinate budget administration. Salary DOQ with excellent benefit package. Resume, references, salary history and salary requirements in confidence to: City Clerk, City of Lake Geneva, P.O. Box 340, Lake Geneva, WI 53147. Deadline October 31, 2002. Confidentiality not guaranteed for finalists.

Village of Wittenberg (pop. 1,200)

Administrator/Clerk/Treasurer – Salary \$40K to 50K. Desire experience in municipal administration; knowledge of budgeting, accounting, personnel, grant-writing, community and economic development, intergovernmental relations, and duties of clerk/treasurer. Submit resume, salary history, and references to Public Administration Associates, PO Box 282, Oshkosh, WI 54903 or paassoc@northnet.net by November 30, 2002.

MEMBERS COMINGS AND GOINGS

Chris Lear left Saukville to accept the Village Administrator position in **Germantown**.

William Morris has been named Administrator of the **Town of Somers**.

Jim Henke has retired as the **Sturtevant** Village Administrator.

Jim Archambo has left the City of Adams to become the **Town of Menasha** administrator.

Judy Weter has been appointed Village Administrator of **East Troy**.

Jim Grassman has left De Pere and is now the Village Manager of **Whitefish Bay**.

Ray Ellingen left his position as East Troy Village Administrator to join the Public Sector Consulting Group at **Virchow, Krause & Co.**

We apologize for any omissions. Please be sure to let us know of changes in employment, so we can update our records.

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