



# VILLAGE OF MAPLE BLUFF

NEIGHBORHOOD NEWS

*March 2021*



**Congratulations!** Elliot & Lily Drewes 2021 Medallion Winners



## Calendar of Events

### March

- 9 Village/Building Board Meeting
- 14 Daylight Savings
- 17 St. Patrick's Day

### April

- 4 Easter
- 6 Spring Election
- 13 Village/Building Board Meeting
- 22 Earth Day

### May

- 9 Mother's Day
- 11 Village/Building Board Meeting
- 31 Memorial Day

Trash/Recycling

Trash pick up is shaded, recycling dates are circled

March							April							May						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
	1	2	3	4	5	6					1	2	3							1
7	8	9	10	11	12	13	4	5	6	7	8	9	10	2	3	4	5	6	7	8
14	15	16	17	18	19	20	11	12	13	14	15	16	17	9	10	11	12	13	14	15
21	22	23	24	25	26	27	18	19	20	21	22	23	24	16	17	18	19	20	21	22
28	29	30	31				25	26	27	28	29	30		23	24	25	26	27	28	29
														30	31					

## Village Board

- President** Timothy O'Brien.....444-7564
- Trustee** Kevin O'Driscoll.....298-7102
- Trustee** Patrick Grant.....217-1815
- Trustee** Kristine Jaeger.....217-1919
- Trustee** Eric McLeod.....244-1371
- Trustee** Jim Schuler.....249-1696
- Trustee** Carl Vieth.....249-4647

## Village Departments

- Administrator/Police Chief** Tanner Nystrom.....244-3048
- Clerk/Treasurer** Sarah Danz.....244-3048
- Deputy Clerk/Clerk of Court** Rene Dopkins.....244-3069
- Rec. Dir./Deputy Treasurer** Curt Erickson.....230-7655
- Police** .....244-1430
- Public Works**.....244-3048
- Fire & Rescue**.....244-3390



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## Election Preparations & Property Revaluation!

I would like to thank all our candidates running for Village Trustee this April! As I read through their biographies and reasons for running, I am once again reminded of how fortunate I am to serve such a great group of people. Staff and I look forward to working with our officials in the coming year and continuing to improve the experience and value of our community.

As we prepare for elections, I would also like to share some information about our 2021 Property Revaluation. The Village of Maple Bluff has partnered with Associated Appraisal Consultants to conduct a village wide revaluation in 2021. The average property assessment in Maple Bluff has fallen to 77% of estimated fair market value. A complete revaluation ensures that all property owners receive uniform and fair assessments and are paying their fair share of property taxes. A revaluation does not mean property taxes will increase for everyone.

Over the next several months, Associated Appraisal staff will visit all properties in the Village of Maple Bluff. To make accurate assessments, appraisers will conduct an exterior only review of all homes, apartments and businesses. The appraisers will take exterior

measurements and photos. All property owners will receive a mailed notice of their new assessment.

Residents will receive a notice via email and text when the assessors are in the village performing work. If you do not receive village emails, but would like to, please send a request to [jknops@villageofmaplebluff.com](mailto:jknops@villageofmaplebluff.com). If you do not receive village texts, but would like to, please text maplebluff (no spaces) to 888777.

Should you have questions about the revaluation, or the work it entails, please contact Associated Appraisal at 800-721-4157. If you have general questions, you may contact Sarah Danz, our Deputy Administrator and Village Clerk at 608-230-7651 or [sdanz@villageofmaplebluff.com](mailto:sdanz@villageofmaplebluff.com).

Thank you for your support and I look forward to seeing many of you around election time!

Sincerely,

Tanner A. Nystrom

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## From Maple Bluff Fire Rescue Dept:

By: Kristopher Loy, Fire Chief

### Response Information:

Total Responses 2021 (YTD): 12

Average Response Time 2021 (dispatch to on scene):  
3.94 minutes



### Flight of Lights:

Join our friends at the Dane County Regional Airport for their 2nd annual Flight of Lights! They are proud to host a drive-through light display along International Lane at Dane County Regional Airport in Madison. The displays will be illuminated nightly from

7:30pm-11:30pm, March 20<sup>th</sup>-April 4<sup>th</sup>. Our fire department, along with emergency responders from throughout Dane County, will have apparatus on display March 27<sup>th</sup> and April 3<sup>rd</sup>, so sit back, relax, and ENJOY THE LIGHT! Open to all! There is no charge to attend. Visit their website for additional details. [flightoflights.com](http://flightoflights.com)

## Spring Around the Corner:

By: Patrick Grant, Parks & Recreation Committee

With the thaw underway, spring is just around the corner. In this village newsletter is an important survey that the Parks and Recreation committee will use to guide improvements at Johnson Park over the coming years.

We covered a range of topics, desires and activities that are suitable for the park, now we need your input to keep them aligned with community wants. Once we gather these survey results and compile them, we will hold a public meeting to discuss the findings, and begin to refine a plan for their implementation and phases. Please take a few minutes to give your input – it really helps guide us in what we do. The survey can be found on page 14.

At our next parks and recreation meeting we will be discussing summer activities and our plans for safe delivery of services. Fingers crossed that we keep on this path of a continued easing of the restrictions. I hope, and look forward to a more normal summer this year, filled with Camps, Concerts in the Park, and Fall Bocce.

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## From Maple Bluff Public Works Dept: By: Tom Schroeder

While the weather has not been predictable it has been somewhat consistent in that we continue to see extremes. Stretches of warm and mild or cold and wet... snow every weekend! The period of below freezing and below zero was a bit challenging. We are on our way toward Spring with a nice stretch of moderate temperatures and dry atmosphere. It will be welcome to see the progression of longer days and increased temperatures.

Just placed an order for 2 dozen trees to be planted this spring as replacement stock for trees removed in recent years. If there is sufficient space at the terrace of your home and you have an interest in a new tree, I would like to hear from you, maybe we can make that happen. Of the trees ordered there are only a few duplicates. It is our intention to have a diverse inventory of replacements to further strengthen the urban forest from over planting a single species. Elm trees were over planted in the 30s-40s, and Dutch elm disease wiped them out...a failure to learn from history came next with an over planting of Ash in the 70s-80s...Emerald Ash Borer. So, what I am saying is that every tree planted will not be a maple. There will be a variety of maples, oaks, elms, lilac, serviceberry, linden, honey locust, coffee tree, and planetree. Diversification.

I would like to thank those who did the right thing when it comes to snow storage by keeping it on property. Some even made space for trash cans and recycle carts in the snowbanks making sure they were in the driveway approach. Contractors struggled with plowing driveways with their stack and run approach.

Snow blowers are good for placing snow in acceptable areas in the lawn or terrace. Thanks to those of you who take the extra time to clean out around the hydrants and or storm drains!

We likely still have some winter weather to contend with, so be prepared for freeze/thaw occurrences and or the weather event that can and does bring all manner of precipitation. With that we will continue to treat the streets and sidewalks, as necessary.

If you have an interest to pursue a sump pump to storm connection, feel free to give me a call to further discuss the options that may be available.

Call with your questions and concerns, thank you!



# Calling All Sellers!

If you have a move in your future, consider doing it now!  
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of the most coveted neighborhoods in Madison.  
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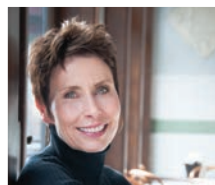
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Kristine Jaeger  
(608) 217.1919



Brent Quade  
(608) 558.4896

# Village Trustee Candidates for the Spring Election



## Mike B. Wittenwyler

### Tell us about yourself.

I have been a Maple Bluff resident since 2014, currently residing at 23 Paget Road in Fuller's Woods with my spouse Jessica Marquez and our dog Oscar. We have four children: Sam (University of Minnesota); Zoe (University of Wisconsin); Tatum (West High School) and Max (West High School). I am a native of the Madison area, grew-up in the Town of Westport where I was a member of the last graduating class at St. Mary of the Lake and then graduated from Edgewood High School in 1988.

### What is your education and professional experience?

I graduated from the University of Wisconsin with a degree in Political Science in 1995 and the University of Wisconsin Law School in 1998. During that same time, I worked on political campaigns, in media relations and as a Congressional aide in Washington D.C.

Since 1998, I have been an administrative and regulatory attorney at Godfrey & Kahn, S.C. I now am a shareholder, lead the firm's Political Law practice group and help manage the law firm as a member of its board of directors.

For over 10 years, I was an adjunct professor at the University of Wisconsin Law School and taught a course on "Political Law: Campaign Finance, Ethics & Elections." I am presently an adjunct faculty member at the University of San Francisco where I teach courses on political law to graduate students.

### What other civic & volunteer experiences do you have?

Currently, I am a board member and secretary of the Wisconsin Group, a nonpartisan, non-advocacy trade association focused on public policy matters affecting the state. Right now, I also am volunteering my time to Edgewood High School in its efforts to install lights at its athletic field. Last year, I provided volunteer services to Schools Make Madison Advocacy, Inc., an affiliate of the Foundation for Madison Public Schools. And, for many years, I have volunteered on various projects for the Greater Madison Chamber of Commerce.

I am the past-president of the Madison Club and just finished six years as a member of the Club's board of directors. I have been a member of the Board of Visitors to the U.W. Political Science Department. And, I also was a member of Downtown Madison Inc.'s Quality of Life Committee.

### Why are you running for Village Trustee?

I was taught very early about the importance of giving back and community involvement. And that an involved and engaged citizenry is essential to a strong community. To that end, public service as a Village Trustee is a personal commitment to better our community and preserve the great municipal services and life we have in Maple Bluff.

### What are the top issues facing the village and how would you resolve them?

We need to protect, preserve and enhance our unique and special community. Like many communities across Wisconsin, we face challenges in maintaining our high standards for Village operations, budgeting and capital expenditures. We must meet those challenges while controlling taxes and continuing to provide excellent public services and safety. We also need to preserve the environment as the natural elements are what attracted many of us to live in the Village.

To address these issues, we need to have a vision for the future, shape our plans around our existing assets and avoid just accepting what comes along. We need to implement policies and make decisions that will allow our excellent quality of life and municipal services to continue for the next generation.

### What is your view about how local government should operate?

Frequently, it is local government that has the greatest impact on our daily lives. Accordingly, open and timely communication with all Village residents must occur so that Trustees can listen and gather resident input. Questions must be responded to on a timely basis and concerns addressed as they arise.



## George Brown

### Tell us about yourself.

Nancy and I moved with our sons to Maple Bluff from the Tenney Park neighborhood in 1993, when our oldest was a freshman at East and our youngest attended Marquette. I had moved to Madison in 1974 from Chicago for graduate school at

UW and, like so many others, never left. Today, Nick is married with two children and runs a small business and Dan is a photographer and journalist. Nancy retired from teaching English and Reading at Sun Prairie High School in 2012 and I retired in 2017. So, for the most part, it is just Nancy and me at home with Ava, our aging though still slightly crazy springer spaniel.

### What is your education and professional experience?

I retired from the State Bar of Wisconsin in 2017 after serving as the executive director for 18 of the 30 years I was on staff, having previously served as the

## Village Trustee Candidates Cont.

George Brown Cont.

association's lobbyist and the assistant executive director. Before that, I was the chief aide to the Assembly Chairman of the Wisconsin Legislature's Joint Committee on Finance and worked as a legislative policy analyst. While in graduate school I held a variety of positions in the publications and the historic preservation divisions of the State Historical Society, was a teaching assistant in the UW history department and a researcher in the law school. I hold an MA in history and was a couple of years from finishing a PhD dissertation on congressional decision-making when the job market dried up. Since retirement, I have provided consulting services to non-profit organizations in Wisconsin and across the country on strategic planning, program evaluation, governance, and leadership development, including, at the request of the US State Department, for the lawyers' association of Armenia. Ten years ago, I was asked to join the board of the Wisconsin Lawyers Mutual Insurance Company and currently serve on the executive, governance, and long-range planning committees and chair the CEO evaluation committee.

### **What other civic & volunteer experiences do you have?**

I have served on the Maple Bluff Building Board and, prior to moving to the Bluff, served on Madison's Community Development Block Grant Commission and the Urban Design Commission. I was a member of the board of the Friends of East Madison Little League when we raised funds to build the current Little League fields at the corner of Aberg and Packers, and I served on the boards of the Creative Learning Preschool and of the Wisconsin Center for the Book. Statewide, I served on the Wisconsin Governor's Task Force on the Creation of a Business Court, the Wisconsin Supreme Court's Ethics 2000 Commission, and the Wisconsin Trust Account Foundation Board. Nationally, I served as president of my national professional association, the National Association of Bar Executives (NABE), as well as numerous NABE and American Bar Association committees. I found each of these experiences rewarding as the one purpose shared by all of them was of giving back, whether it was to my profession, the state, or the community in which I live.

### **Why are you running for Village Trustee?**

For the same reason I served on the various boards above: to give back, this time to the community my family and I have called home for nearly 28 years. We live in a very special place. Recently I was talking with an acquaintance who just moved from Illinois to the DeForest area. He and his family have driven through Maple Bluff numerous times and both parents and children wished they had moved here. They are stunned by the beauty to which we have all become accustomed. I am running to help make sure that we continue to be the beautiful, vital, and safe community which we all hold dear.

### **What are the top issues facing the Village?**

Living in this wonderful community requires the commitment of a lot of people, from engaged Village residents to our talented and resourceful Village administration, our hardworking public works staff, and our highly trained and quick responding police and fire and rescue teams. Their commitment to Maple Bluff is second to none. But it is not easy to keep everything running smoothly. The first issue facing the Village is providing the resources and the commitment to maintaining our high-quality services and security so that tomorrow in our Village is as good or better than today. The second issue is the recognition that Maple Bluff is surrounded by a city with whom we must sometimes work together to solve challenges we each face. We must be vigilant about the quality of the lake on our western border for all those who use it. And, with the numerous and varied proposals for the redevelopment of the Oscar Meyer site on our eastern border, we must work to make sure that whatever happens there has a positive impact on our community.

### **How would you seek to resolve those issues?**

One of the first things a person in public office needs to do is to ask questions and then listen. Listen to our neighbors, listen to other board members, listen to our administration and department heads, listen to those who volunteer to lead our many community activities, from bocce, to the country club, to the scouts, and beyond. We need to provide multiple methods for residents to provide input, including expressing their concerns, offering solutions, and creating new opportunities. The second is to continue to invest in the relationships we have with those public officials who represent us at the city, county, and state levels or who represent the areas around us. By doing so, we continue to have good rapport with the governing bodies around us and we have an opportunity to provide input that will help ensure that their decisions will have a positive impact on our community.

### **What is your view about how local government should operate?**

Local government is the government closest to the people. It makes decisions that directly affect the everyday lives of its constituents, from barking dogs to garbage removal to what the community will look like. As such, local government needs to constantly provide arenas for residents to discuss issues, to be in direct contact with the people whose lives it impacts, so that it can best provide the services and the protection we need and expect. As local officials, whether elected, appointed, or hired, we need to engage with everyone in the community in order to understand their continuing needs and then act accordingly. And, finally, we need to communicate back to you, the residents of Maple Bluff, the decisions that have been made, and how and why those decisions were made. By listening, engaging with as many as possible, and then explaining what decisions were made and why, we achieve the open communication critical to success.



## Village Trustee Candidates Cont.



### Ellen Reyerson

#### Tell us about yourself.

I am an Iowan by birth, a Wisconsinite by transplant, and a Bluffer by the grace of God! My family has lived in Maple Bluff for 7 years; we landed here after getting ringing endorsements from another Bluff family who sold us

on this special place. We could not be happier in this amazing neighborhood! I am married to Jason Smith and we have two children, Macy (11), and Griffin (4). You might also know our golden retriever, Gabby, who hangs out at Johnson Park with her gang of furry friends. We are active in the village and participate in many Bluff activities including swim team, CYGW, A&A, and village basketball. I love to run, walk, and play golf! I dabble in paddle tennis and my whole family loves to swim at the pool or the lake. I am an old house lover and we recently moved from a beautiful colonial on Burrows Road to 32 Paget in Fullers Woods. I love to do home projects, and on the weekend you'll find me biting off a DIY home or garden project!

#### What is your education and professional experience?

I am a pediatric nurse practitioner at American Family Children's Hospital at UW-Madison and I work for the pediatric surgeons, an amazing group of talented people whose mission is to heal kids! I work in the hospital and clinic settings, and every day is different, but I love the challenge. Prior to this, I worked as an NP in primary care, hospital medicine, and in the emergency room in the Minneapolis area. Long before this, I worked as a bedside pediatric nurse and cut my teeth in hospitals in Phoenix, Milwaukee, and Chicago. I am a graduate of Marquette University, having completed my undergraduate and graduate degrees in the Cream City. I love Milwaukee, but Maple Bluff is now our home!

#### What other civic & volunteer experiences do you have?

I have extensive volunteer experience in the village, having chaired Fest on the 4th twice as well as Winterfest four times! These are large scale events over multiple days that require event planning, volunteer recruitment, and budgeting. I love putting together village events and seeing neighbors get together -- being a task master and being detail oriented helped these events run efficiently and successfully. Our family also took over running the Father's Day Parade 3 years ago, and it is our honor to carry the banner down Lakewood Boulevard! I have volunteered in Maple Bluff as a youth soccer coach as well as for numerous MBCC swim team events. Jason and I have also hosted numerous popular Bocce auction events including the Summer White Party, Door County

Girls Weekend and Woodsmen Olympics for the bluff men. All members of our family have participated in the MBCC water ballet show and you may have seen us showcase our talents in summers' past! I have also volunteered on the MBCC social and pool committees for the past 3 years and have planned many group events at MBCC. I am an active ladies golfer and I have chaired outings for the MBCC group as well. I also volunteered for Lakeview PTA for several years and am now involved with the PTA at St. Dennis Catholic School. Lastly, I was a member of the Maple Bluff Parks Committee for 3 years between 2015-2018; during this time we replaced the equipment at Beach Park, remodeled the Beach House, and hosted a series of successful Bocce auctions!

#### Why are you running for Village Trustee?

I have a passion for this village, and I love Maple Bluff as much as all of you. Our village is special, and we need to cherish what makes us unique and build on it. I want to preserve our longstanding tradition as a tightly-knit community of families and neighbors. As a trustee, I can be involved and help get things done -- I am a people person and I enjoy being a part of a hard working group. I am efficient, detail-oriented, and engaging and these traits are essential to the function of a working board.

#### What are the top issues facing the village and how would you resolve them?

First and foremost, in these uncertain times we need to preserve the health and safety of our village residents and staff. We should continue to maintain sensible guidelines around community gatherings as well as preserve our police department's "always ready" attitude for any unexpected public events. As we emerge from the uncertainty of the pandemic, I'd like to build up participation in community events and enhance our recreational offerings even further. I would also like to ensure that we retain Village police, fire, and public works departments at their current levels. In order to do that, we need to keep an open dialogue with residents, give feedback to staff, and take suggestions to these departments to make sure that the staff have what they need to give villagers the high level of service we've been accustomed to. As village resident or public concerns come up, I would encourage you to reach out to me via email, phone, or in person. Tell me what you love about the village as well as what improvements you'd like to see. After discussing your concerns, I'll take that feedback back to the Village Board of Trustees. I would make meeting attendance a priority, listen thoughtfully, and dig deep into problems to figure out how we can create a sensible fix. While it's easy to get bogged down in minutiae and rules, it's important to look at the big picture and exercise common sense. I will approach any situation with an open mind and objectivity, leaning on prudence and fiduciary responsibility.



## Village Trustee Candidates Cont.

Ellen Reyerson Cont.

### **What is your view about how local government should operate?**

We are lucky to have a village with high community involvement as well as active concern for any neighborhood issues. The way we run our village may not necessarily translate to politics at the county or state level. We can do what's right for our village by making sure our village ordinances and rules fit our neighborhood. When they're not working, talk with residents about what makes sense, dialogue with staff to determine what's possible and work earnestly to create change when it's needed. When big decisions come up, encourage village residents to vote and have their voice. We should continue to send consolidated communications about pertinent issues and concerns when they affect our village. Lastly, we need to value our heritage as an independent municipality and lean on tradition as we look to the future.

### **How can village residents connect with me before the election?**

Please find my contact information in the Village of Maple Bluff phone book, and reach out to me via phone, connect via email, or knock on my door!



### **Jim Schuler**

#### **Tell us about yourself.**

My wife Marvel and I bought our home in Maple Bluff in 1988. One of my clients lived in the neighborhood, told me one of her neighbors were thinking of putting their house on the market,

and within a couple of days we sat on the front porch and made a handshake deal. Our daughter Zoe was 4 and part of one of those periodic baby-booms we've seen in the Bluff (and might see coming out of the pandemic?). Seeing the Village from her and her friends' perspective got me involved in Village politics.

At that time, the Village operated on a "deferred maintenance" philosophy when it came to parks and rec facilities: the Marina boathouse was close to condemnation; the Beach House had been minimally maintained since its original construction; the Girl Scout cabin was circling the drain and, aside a swing set here and there, no parks equipment had been replaced or upgraded in years. My first presentation to the Village Board—even before I joined the Parks Committee—was a proforma showing pier and in-water storage at the Marina could start generating revenue for that and other parks. They approved it, and I learned that we can make a difference, especially at the local level.

I soon joined the Parks Committee and was elected to my first term on the Village Board in 2005. Over those

years I've initiated or had a hand in many key fundraising and improvement projects in the Village including the Fest on the Fourth Fun Run in 1999, the Bocce Beach Bash in 2003, refurbishing/rebuilding the Beach House, the Boat House and the Dailey Cabin and, most recently, the creation of our Tax Increment District.

Almost 20 years ago my son, Sam, then 9 or 10, confirmed why we do what we do for the Village. It was early afternoon on a summer day when he ran into my home-office, made eye contact, and said with great conviction, "I don't ever want to live anywhere else," and then ran out to his next thing at the beach or the pool or who-knows-where.

### **What Is Your Education & Professional Experience?**

I have a BA from Carroll University, an MFA from the University of Massachusetts. I've been a Marketing Consultant and freelance Creative Director since 1982 and have worked for a wide variety of primarily corporate clients on everything from beer to apparel to scientific instrumentation.

### **What other civic and volunteer experiences do you have?**

Prior to moving to the Village, I served on the Law Park Concept Plan committee. I joined the Village Parks Committee in 1990, chaired it from 2005 to 2015, have been a Village Trustee since 2005 and served as Village President from 2015-2017. I currently chair the Plan Commission, the Finance Committee and also sit on the Ordinance Committee. In 2020 I was appointed by the Dane County City & Villages Association to a seat on the Capital Area Regional Planning Commission. I also volunteer some, but not enough time to The Road Home, a local non-profit that helps families experiencing homelessness. I was also active in the Lakeview, Sherman, and East PTOs over the 18 years my kids attended those schools.

### **Why are you running for village trustee (again!)?**

I enjoy it, I learn more every term, and there's still a lot that I want to get done. There are two reasons I've been able to be effective as a village Trustee: I'm tenacious and I'm good at building teams of smart, passionate neighbors.

### **What are the top issues facing the village?**

While hiring Tanner Nystrom to fill Tim Krueger's very large shoes and getting the Levy Increase Referendum approved were two huge challenges that we successfully addressed over the last couple of years, we still have a lot of blocking and tackling that we can't ignore. Here's how I list our top issues (not necessarily in order or priority):

1. Tracking and measuring the effectiveness and costs of Public Safety (police, fire & EMS) initiatives.
2. Rebuilding our infrastructure and capital reserves.
3. Maintaining our AAA Bond Rating.

## Village Trustee Candidates Cont.

Jim Schuler Cont.

4. Coming out of the pandemic, kick-starting our TID to fully realize the financial goals we established for our commercial district and North Sherman Avenue.
5. Making sure our incredible Public Works department has everything they need to continue to provide what is, inarguably, the best service in Dane County.
6. Supporting the Park & Rec Committee's improvement plans.
7. Staying in-the-loop regarding the city's Oscar Mayer Plan.
8. Working with MBCC to meet our common objectives outlined in the lease.
9. Building relationships with other northside neighborhoods.
10. Leveraging our influence with MMSD, specifically regarding Lakeview and Sherman.

And, of course, there's more. But it all really comes down to something past-president Hans Johnson (he's the guy who led the effort to rebuild the Village Center) told me: "Think about the impact of anything you do on our property values."

### How would you resolve those issues?

Learn as much as I can. Work with staff and committees to develop specific and measurable objectives. Build public consensus and support. Work the plan. Revise as necessary. Don't give up.

### What is your view about how local government should operate?

As democratically and transparently as possible. Given our size, there's no reason we can't keep every resident as fully informed and involved as they want to be. I've semi-seriously said that every trustee should own a dog and walk it regularly through the neighborhood.

Yes, we need to improve the Village website and social-media presence and do more with survey tools, but if you see me out walking Wilbur (twice a day) and want to talk about anything, shout out. I'll listen. But be careful, I may also draft you to join a committee.

## Village President Candidate



**Carl Vieth**

Thank you for the opportunity to tell you a little bit about myself and why I'm running for Village President. Village staff have provided questions that may be of interest to you as election day approaches. I encourage all Village residents to vote

and continue our tradition of exceptional voter turn-out.

### Tell us about yourself?

We moved to Maple Bluff from the east side of Milwaukee a little more than 15 years ago. We "lucked into" our home as we were searching for a home with easy access to the airport and interstate. Since then we fell in love with The Bluff!

In addition to my wife, Ann, our family includes two adult sons, Zach, his wife Allie, and their new baby Teddy; number two son Matt, his wife Mariana, and their son Salvador. We find the family atmosphere of Maple Bluff a great fit for our family.

I retired from my faculty position at the UW 4 years ago and keep busy with volunteering, road cycling, golf (though poorly executed), and providing child care for Salvador two days a week.

I have been a member of the Village Board for a little more than 6 years, and have served on myriad committees and working groups.

### What is your education and professional experience?

I have been fortunate to have the support of my family throughout my many professional pursuits. My formal education includes a Diploma (St. Luke's Hospital School of Nursing) and Bachelor of Science in Nursing (Milton College), an MS in Curriculum and Instruction (UW-Madison), and Ph.D. studies in Educational Policy Studies (UW-Milwaukee). As a life-long learner, I have been awarded a number of professional certificates among them are Six Sigma Master Black Belt (GE), Master Change Agent (GE), and Certificate in Sales Management (UW-Madison / GE).

My academic pursuits mirror my career history. Out of college, I was an emergency / trauma nurse in Milwaukee. Following graduate school, I worked in healthcare administration as the director of a regionally integrated cardiology and cardiovascular surgery service line in Southeastern Wisconsin. From there – I took a deep dive into healthcare technology, working for a company that was ultimately acquired by GE Healthcare. Here I worked on how to support healthcare workers through technology. My last career change came when I accepted a faculty position in the College of Engineering; working with public and private sector organizations to improve their performance through organizational development, continuous improvement, and lifelong learning.

### What other civic & volunteer experiences do you have?

Most of my volunteer experiences (prior to VMB) have been career related. I served on the State of Wisconsin Cost Containment Commission and been an officer in the state chapters of the Emergency Nurses Association and American Trauma Society.

Since retirement, I have focused my Volunteer activities on VMB board and committees.



Carl Vieth Cont.

### **Why are you running for Village President?**

I'm running to bring my more than 6 years' experience of service to the Village in a leadership role. I am committed to continue a tradition of sound decision making as we face the challenge of maintaining quality services in a fiscally responsible manner. I also wish to bring my experiences as we develop greater community engagement in Village government.

### **What are the top issues facing the village?**

First, let me share my observation that Maple Bluff is head and shoulders above peer communities when it comes to amenities and service delivery. The challenge is to maintain and improve on our performance. There are many things to consider – here are three. From a practical perspective, we need to focus on three issues:

First – maintaining and improving protective services (police/fire). With the recent passage of the referendum, we have solved our staffing challenges. We need to assure that our fire-rescue and law enforcement professionals are properly trained, equipped and supported to assure the Village residents are safe and secure.

Second – improving our Village infrastructure. This includes developing an implementation timeline for the Sherman Avenue improvement plan, maximizing the performance of our TIF (tax incremental financing) district, and developing a plan for our underground assets, in particular sewer and storm water.

Third – forward visioning the future needs of our community, especially in the area of parks and recreation. Our recreation programs and parks are tremendous assets, and we need to make sure they meet the evolving needs of our residents.

### **How would you seek to resolve those issues?**

This is the easiest question to answer! Village government depends on the contributions of our community as members of committees that assess, evaluate, and make recommendations to the board for decisions ranging from personnel issues to urban forestry strategy. By engaging our community, we get remarkably great recommendations on how to proceed.

### **What is your view about how local government should operate?**

I hold up the Village of Maple Bluff as an example of tremendous government. The board is made up of a team from diverse points of view – and in our current political climate, that could lead to paralysis. What makes us unique is that our board is focused on what is right for our community – how we make “The Bluff” better, how we maintain and improve services, and how we do so in a fiscally responsible manner. I am proud to be a part of that team.

In summary, thank you for the opportunity to be a part of your community. Please vote this (and every) election day, and consider volunteering on a village committee.

## **Seasonal Employment**

### **Beach Lifeguard (Part-Time)**

#### **Qualifications:**

**Previous experience working with children  
American Red Cross Lifeguard Certification or equivalent**

**Minimum of 16 years of age or older**

**Description:** The Village of Maple Bluff is seeking multiple individuals who are eager to provide a fun and safe environment at the Maple Bluff Beach Park. Interested candidates will need to have current Lifeguard certification through the American Red Cross or equivalent. Applicants must work well with others, be a self-motivator and willing to engage summer program participants in activities. For a complete job description, contact Curt Erickson at [cerickson@villageofmaplebluff.com](mailto:cerickson@villageofmaplebluff.com).

**Pay:** Pay range is \$12.00 - 15.00/hr, depending on experience

**Deadline to Apply:** Applications are available at: <http://villageofmaplebluff.com> and can be mailed to Village of Maple Bluff, 18 Oxford Place, Madison, WI 53704. Applications are due Friday, April 9th at 3:00pm

### **Camp-Ya-Gotta-Wanna Counselor (Part-Time)**

**Qualifications:** Previous experience working with children

Successful completion of a Babysitter Training Course (preferred, but not required)

**Description:** The Village of Maple Bluff is seeking multiple individuals who are eager to provide a fun, safe and educational Camp to youth between the ages of 3-7. Individuals will need to be available to work during regular camp hours. Camp hours will be determined after results of the CYGW survey have been evaluated. Camp Counselors will be assigned specific groups of up to 6 participants to provide small group activities. For a complete job description, contact Curt Erickson at [cerickson@villageofmaplebluff.com](mailto:cerickson@villageofmaplebluff.com).

**Pay:** Pay range is \$9.50-11.00/hr, depending on experience

**Deadline to Apply:** Applications are available at: <http://villageofmaplebluff.com> and can be mailed to Village of Maple Bluff, 18 Oxford Place, Madison, WI 53704. Applications are due Friday, April 9th at 3:00pm

**Spring Election**  
**Tuesday April 6th**  
**7:00am – 8:00pm**  
**Village Center**

## Park & Recreation Programs

\*All in-person programming will require the use of face-coverings until further notice. By participating in in-person programming, you'll adhere to all current health guidelines and agree to follow protocols established for attending programs.

## Youth Enrichment League Programming

### **YEL! Brick Builders**

**Days: Monday**

**Dates: March 22 – April 26**

**Time: 4:00pm – 5:00pm**

**Location: Beach House**

**Fee: \$70.00**

**Instructor: Youth Enrichment League Staff**

**Ages: 6 – 12**

Build a Formula 1 racer, land yacht, and more race cars using LEGO® bricks. Use these LEGO® brick models to explore STEM concepts. The {YEL!} Teach It!... Practice It!...Play It! method engages students to create and innovate. Sign up today!

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### **YEL! Coding**

**Days: Thursday**

**Dates: March 25 – April 29**

**Time: 4:00pm – 5:00pm**

**Location: Beach House**

**Fee: \$76.00**

**Instructor: Youth Enrichment League staff**

**Ages: 8 – 12**

STEM Video Game Enrichment for the 21st Century learner. Each YEL! Video Game class follows four basic components: •Teach It!...Students learn different video game design techniques (movement blocks, control blocks, basic animation, adding scores, etc.) •Code It!... Students use Scratch\* to code their own video games: i.e. maze runner, asteroid smash and more. •Explore It!...Students can write their own video game code, experiment with it and test new options. Our collaborative learning environment encourages students to learn from each other. • Keep It!...Students can keep their video games online with Scratch and can access it and expand upon it at anytime. Sign up today to THINK, LEARN and PLAY WELL with YEL!. Scratch® is not affiliated with YEL! nor does it endorse this program.

## Youth Enrichment League Programming Cont.

### **Extreme STEM: 'Copters & Spy Planes**

**Days: Mondays**

**Dates: May 3 – June 7**

**Time: 4:00pm – 5:00pm**

**Location: Beach House**

**Fee: \$70.00**

**Instructor: Youth Enrichment League staff**

**Ages: 5 – 10**

STEM Enrichment using LEGO® bricks for the 21st Century learner. Each {YEL!} STEM class follows four basic components Teach It!...Each class students are taught the basic STEM engineering concepts behind each project. Build It!... Students use LEGO® bricks to build a helicopter, egg beater, paddle boat and spy plane. Explore It!...Then they use the project to explore basic engineering concepts - this session is focused on gearing concepts. Play It!...Finally they play with their project, modify it, create extensions and have fun working with it. Sign up today to THINK, LEARN and PLAY WELL with {YEL!}. For more details about {YEL!} STEM classes, visit YouthEnrichmentLeague.com.

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### **YEL! Fencing**

**Days: Tuesdays**

**Dates: May 4 – June 8**

**Time: 4:00pm – 5:00pm**

**Location: Beach House**

**Fee: \$80.00**

**Instructor: Youth Enrichment League Staff**

**Ages: 7 - 13**



Each fencing class follows four basic components: Teach It – hall of fame Olympic fencing coach Ro Sobalvarro crafts lessons and curriculum, Practice It – students pair up and practice fencing move or concept, rotate partners and repeat, Move It – students then participate in fencing matches using only the moves taught so far and Play It – 10 – 15 minutes each class students fence with multiple fencers at their skill level. All equipment is provided.

### **YEL! Soccer**

**Days: Wednesdays**

**Dates: May 5 – June 9**

**Time: 4:00pm – 5:00pm**

**Location: Beach Park**

**Fee: \$65.00**

**Instructor: Youth Enrichment League Staff**

**Ages: 4 – 9**



Get outside and get kickin'! We teach the fundamentals of dribbling, passing, receiving and scoring. Emphasis is on teamwork, fundamentals, safety and fast-paced action. Get your pulse pounding today. In the event of inclement weather, the program will be postponed or relocated.



## Youth Enrichment League Programming Cont.

### Junior Robotics

**Days:** Fridays

**Dates:** May 7 – June 11

**Time:** 4:00pm – 5:00pm

**Location:** Beach House

**Fee:** \$76.00

**Instructor:** Youth Enrichment League Staff

**Ages:** 6 – 12

21st Century Robotics Enrichment using LEGO® bricks. Each {YEL!} Junior Robotics class follows four basic components: Teach It!...Each class students are taught the basic STEM engineering concepts behind each project. Build It!... Students use LEGO® bricks to build a soccer goalie, boat, airplane and more. Program It!... Then they program the project to block shots, weather a fierce storm, spin it's propeller and more using drag-and-drop icon-based software. Play It!...Finally they play with their project, modify it, create extensions and have fun working with it. Sign up today to THINK, LEARN and PLAY WELL with {YEL!}. For more details about {YEL!} STEM classes, visit YouthEnrichmentLeague.com.

LEGO® is a trademark of the LEGO Group of companies which does not sponsor, authorize or endorse this site or program.

## Summer Registration is underway!!

### Arts & Athletics

**Days:** M – F

**Dates:** June 14 – August 13

**Time:** 2:15pm – 4:15pm

**Location:** Beach Park

**Ages:** 7 – 12

**Instructor:** Summer Rec Staff

**Fee:** \$200.00

The Village's A/A program is available to residents between the ages of 7 - 12 (entering 2nd through 6th grade) and will provide a fun, safe environment at Maple Bluff Beach Park. Throughout the summer participants will participate in arts, crafts, games, sports and other exciting activities. Please note in the event of inclement weather, A and A may be cancelled for the safety of participants and staff.

### Camp-Ya-Gotta-Wanna

A survey was distributed mid-February to provide the parent group guidance to bring CYGW back in-person this summer. Once results have been evaluated registration will become available. If you'd like to be placed on the waiting list for registration, please contact Curt Erickson at [cerickson@villageofmaplebluff.com](mailto:cerickson@villageofmaplebluff.com).



## Fitness Programs

### Virtual Yoga

**Days:** Wednesdays

**Dates:** March 10 – April 28

**Time:** 6:45pm – 7:30pm

**Location:** Virtually through Zoom

**Fee:** \$72.00

**Instructor:** Casey Zimmerman



Spend some time at the of your day relaxing in a virtual yoga class. Classes incorporate stretching, gentle movement, restorative poses with an emphasis on relaxing your entire body. All levels welcome and no experience necessary. To participate remotely, make sure your space is clear for exercise and that there are no objects in your way. A good rule of thumb is to clear a space that allows you to walk four steps back and forth and side to side. We recommend you consult with your doctor before participating in physical exertion and you should cease activity if you feel lightheaded, nauseous, short of breath, etc.

By participating in this class, everyone agrees that they are participating at their own risk and Village of Maple Bluff is held harmless in the event of an injury.

### May Bike Challenge

**Days:** Any

**Dates:** May 1 – May 31

**Time:** Any

**Location:** Any

**Fee:** \$20.00



Compete against your friends, family and neighbors as Maple Bluff is challenging everyone to become the top cyclist in Maple Bluff during the month of May. All registered participants will need to submit a mileage log each week and running totals will be posted for registered participants to see their standings. Keeping track of your miles will be completed on an honor system. The mileage form will be emailed to participants. There will be separate age brackets. Who will be the first to ride 25, 50, 100+ miles?

### Easter Egg Challenge

**Dates:** March 22 – April 4

**Time:** Any

**Ages:** Any

**Fee:** FREE

There are thousands of plastic Easter Eggs hidden throughout the Village's public spaces each filled with goodies. One lucky treasurer finder will receive a \$50

**Additional programs will be made available for registration over the next month or two.**

## Johnson Park Planning Survey March 2021

The Parks and Recreation Committee wishes to solicit input from all Village residents to create an improvement plan for Johnson Park. This survey will be used to collect your ideas and suggestions and will be used to update the Comprehensive Outdoor Recreation Plan (CORP) 2015-2019.

Please only complete one survey per household. The survey can be completed by returning to the Village Center or you may visit the Village's website ([villageofmaplebluff.com](http://villageofmaplebluff.com)) and complete an online version.

We anticipate this survey will take you 5-10 mins. Thank you for sharing your ideas.

1) Are you a resident of Maple Bluff?

Answer Choice: Y/N

2) How many people in your household fall into each age group?

Toddlers 0-5 years [ ]

Children 6-12 years [ ]

Adolescents 13 – 18 years [ ]

Adults 19 – 54 years [ ]

Seniors 55+ years [ ]

3) Considering the various age groups of people that use Johnson Park, please indicate whether the existing facilities meet their individual needs.

Answer Choices: Y/N/NA option for each

Toddlers 0-5 years Y/N/NA

Children 6-12 years Y/N/NA

Adolescents 13 – 18 years Y/N/NA

Adults 19 – 54 years Y/N/NA

Seniors 55+ years Y/N/NA

4) Considering the needs Maple Bluff has for outdoor recreation throughout the village, please rank each of the following at Johnson Park (1 being most important, 5 being least important)

Force Rank the following

Maintain Existing Facilities/Structures

Improve Existing Facilities/Structures

Develop/Add New Facilities/Structures

Maintain Existing Landscapes

Improve/Add to Existing Landscapes

5) Please indicate the overall condition and supply of each type of recreational facility/resource currently at Johnson Park.

	Condition		Supply	
	S = Sufficient		S = Sufficient	
	NI = Needs Improvement		NI = Needs Improvement/More	
Item	S	NI	S	NI
Multi-Use Sports Fields (soccer, football, lacrosse)				
Open Spaces and Grassy Area				
Play Structures				
Gazebo				
Drinking Water Fountain				
Seating Area				
Veterans Memorial				

5) The parks department has received many suggestions for amenities at Johnson Park. Which of these are you likely to use?

	Check if Yes
Item	
Tennis Courts	
Baseball/Softball Fields	
Basketball Courts	
Pickleball Courts	
Volleyball Courts	
Padel Courts	
Community Food Gardens	
Natural/native/pollinator friendly Plantings	

	Check if Yes
Edible/Decorative Landscaping	
Outdoor Ice-Skating Rinks	
Snowshoe/Cross Country ski	
ADA Accessible Trails	
Pump track	
B-Cycle station	
Skateboard park	
Restroom Facilities	
Park Shelters	

6) Please comment on the next four topics by adding in your ideas and suggestions to each category relevant to Johnson Park.

Answer Choices: all should be open answer

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Park Layout:

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Usage (types of activities the park can and should be used for)

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Amenities (those that should be added, avoided, maintained, or improved)

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Landscaping

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Additional comments

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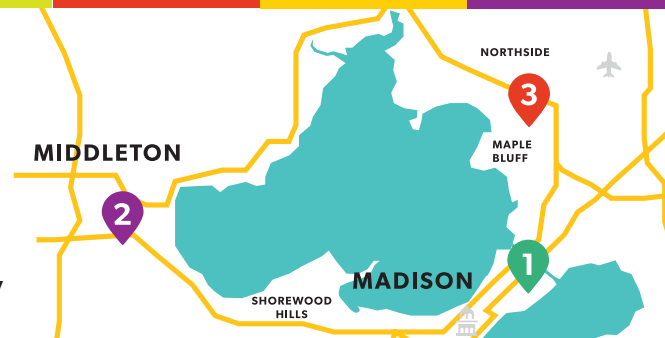


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