



The Horizon

A Publication of the City of Menasha, Wisconsin

Spring 2011

The Mayor's Corner

By Donald Merkes, Mayor

Menasha has been in the headlines lately, and in a good way! The Blue Jay Brigade marching band won national recognition for their performances at the Gator Bowl half time show and parade. Snow sculptor Jeff Olsen created a tribute to the 2011



Sculpture by Jeff Olsen

Super Bowl Champion Green Bay Packers on Curtis Reed Square as part of our Winter Gala at Smith Park. Last fall area business and community leaders were impressed after a visit to Gegan Elementary to see their model bi-lingual education program. During the holiday season, three families became homeowners as they cut the ribbons on the homes they built with Habitat for Humanity.

The city is moving toward resolution of the steam utility litigation. Our Common Council approved a settlement agreement, tied to an agreement with WPPI to purchase and lease back our electric utility which voters approved in April, 2010.

There have been a lot of headlines from Madison lately asking for shared sacrifice. I'm proud to say that our city staff has stepped up over the past two years, delivering the high quality services we expect despite financial challenges resulting from past decisions. Working together, we have done more with fewer people on the payroll, formed innovative partnerships in the community, and received beneficial concessions from three of our four unions. Even before the passage of SB10 our parks, public works, clerical, custodial, and engineering union employees had agreed to contribute to their retirement and pay a greater share of their health insurance premiums in 2012.

Union employees will take six furlough days, amounting to a 2.3 percent reduction in take home pay. In an effort to minimize disruption to services and maintain construction schedules for street work, public works and parks departments furlough days will be scheduled on Mondays: March 21, April 25, June 20, August 22, September 26 and October 31.

Garbage collection on those days will be rescheduled to the following Tuesday. Other union employees will be scheduling their days on a rotating basis. Non-union employees will begin contributing, per SB10, to their retirement plans in April.

Sustainability continues to be a growing concern around the country, and Menasha is no exception. Sustainability improves our quality of life and lightens the load on our pocketbook as well. You may have noticed the new whiter street lights recently installed. Three hundred new street lights on Doty Island and part of downtown are expected to save \$17,000 in electrical costs **per year**. New boilers at the downtown Police/Fire building will be 94% efficient. Opening in April, the LEED certified Manitowoc Road Fire Station features technologies to save the community money on utilities while increasing the comfort of the building for the employees working there.



Manitowoc Road Fire Station

With the warmer weather we will all be focusing on the great outdoors again. With our abundance of public waterfront, Menasha will focus more heavily on this feature that makes our community unique. In its third year, Menasha's Farm Fresh Market returns to downtown in June. The final dock has been rebuilt on our widely acclaimed downtown marina. Two donated kayak launches, one downtown and one at Jefferson Park, will make it easier for everyone to access the river. Improvements will continue on the Friendship Trail near Heckrodt making the corridor safer and more aesthetically pleasing. Certified DNR Angler Educator Greg Karch will offer a free learn-to-fish series designed for the beginner all the way to the seasoned angler.

Get out and enjoy our rivers and lakes!

Welcome City of Menasha Businesses

Be sure to welcome these new, expanding, soon to be open or relocated businesses to Menasha:

Gold Badge Driver Training, LLC

1486 Kenwood Drive

Mr. Taco

403 Racine Street

The Weathervane

186 Main Street

City Tree Planting Program

By Vince Maas, City Forester

The City of Menasha's tree planting program provides terrace trees to properties on a rotating basis by aldermanic district. For 2011 the Forestry division will target districts 1 and 2. Other districts may receive trees depending on availability. Trees will be planted both in the spring and fall.

Trees will be planted in terrace areas which are at least (3) three feet wide, (10) ten feet from a driveway, (5) five feet from a water service, (35) thirty five feet from intersections, and (30) thirty feet from other trees. Terraces without overhead utilities will have priority for tree planting. Tree locations will be determined by the City Forester.

Please note that residents who wish to plant their own tree(s) in the terrace area must obtain a permit from the City Forester before planting.

Any questions in regard to the tree planting program should be directed to Vince Maas, City Forester, at 967-3642.



Prevent Cooking Fires – Watch What You Heat

By Neenah-Menasha Fire Rescue

How often, for varying reasons, have you forgotten about the food you are cooking on the stove? Did you know that cooking is the leading cause of home fires? The latest statistics from the National Fire Protection Agency show that one out of every three home fires start in the kitchen.

Often when we're called to a cooking-related fire, the residents tell us they only left the kitchen for a few minutes. Things to remember:

- Stay in the kitchen when you are frying, grilling, broiling, or boiling food. If you must leave the room, even for a short period of time, turn off the stove.
- When you are simmering, baking, or roasting food, check it regularly, stay in the home, and use a timer to remind you.
- Keep cooking areas clear of combustibles (e.g. potholders, towels, rags, drapes and food packaging).
- Keep children away from cooking areas by enforcing a "kid-free zone" of three feet (1 meter) around the stove.
- If you have a fire in your microwave, turn it off immediately and keep the door closed. Never open the door until the fire is completely out. If in doubt, get out of the home and call 911.
- Always keep an oven mitt and a lid nearby. If a small grease fire starts in a pan, smother the flames by carefully sliding the lid over the pan (wearing the oven mitt). Turn off the burner and slide the pan off the burner. To keep the fire from restarting, do not remove the lid until it is completely cool. Never pour water on a grease fire. If the fire doesn't go out, get out of the home and call 911.
- If an oven fire starts, turn off the heat and keep the door closed to prevent flames from burning you or your clothing. If the fire doesn't go out, get out of the home and call 911.

A cooking fire can quickly turn deadly. Please heed these simple safety rules to keep you and your family safe. If you have any questions, please contact Neenah-Menasha Fire Rescue at 886-6200.

Don't forget to purchase
your pool pass!

Discount offered through
May 27th!

Vitamin D Deficiency and Health

By Loretta Kjemhus RDH

The function of vitamin D is to regulate calcium and phosphorus levels and bone metabolism. Wisconsinites lack adequate sunlight many months out of the year and are at higher risk of vitamin D deficiency. Certain medications, alcohol consumption, smoking, lack of exercise, Alzheimer's disease, kidney and liver disease, and estrogen deficiencies may also decrease vitamin D levels in the body.

Vitamin D deficiencies can result in:

- Musculoskeletal pain, muscle weakness and fatigue
- Fibromyalgia, chronic fatigue syndrome, and neuropathic disorders
- Diabetes risk and insulin resistance; 60% of diabetics are vitamin D deficient
- Susceptibility to bone fractures due to decreased bone density (osteoporosis)
- 99% of long term care residents are deficient in vitamin D due to lack of exercise and sun exposure; the ability to produce/absorb vitamin D deteriorates with age
- Colon, breast, prostate and pancreas cancers and leukemia

Dietary vitamin D3 supplements are the most efficient means of maintaining circulating vitamin D blood levels. Receiving enough vitamin D through sunlight and diet alone is difficult and not enough. One study showed that women who consumed 1,100 IU of vitamin D with calcium decreased the overall risk of developing cancer by almost 70% (American Journal of Clinical Nutrition 2007). It may also alleviate migraine headaches in post menopausal women and defend against prostate, colon and breast cancer but more research is needed. Vitamin D with calcium may also decrease tooth loss in those older than 50 and may have anti-inflammatory properties (American Journal of Medicine).

Recommendations:

- Spend at least 10-15 minutes a few times a week (more in the Winter/Spring/Fall months) in direct sunlight exposing face, neck, arms and legs (no sunscreen and not through the window)
- Children (10-17 years old) - 500-2000 IU of vitamin D3 supplements daily (NHI)
- Adults - 1000-2000 IU of vitamin D3 supplements daily
- Ask your doctor if vitamin D levels can be evaluated as part of your routine blood work
- Eat a diet high in vitamin D including cod liver oil, salmon, mackerel, tuna, milk (fortified), yogurt and egg yolk

WARNING- "More is NOT Better". Controversy exists about what recommendations are considered safe. Vitamin D is stored in fatty tissues and could be toxic if levels are too high. Never self diagnose or medicate yourself even with vitamin supplementation. Consult with your doctor before taking any new vitamin supplements.

Discover Historic Menasha!

In an effort to boost awareness of the community's historical resources, the Menasha Landmarks Commission has created a contest to identify architectural elements of historic structures in Menasha. Photographs of these features will be displayed on the contest entry form and participants will need to identify the address of the building where the feature is present. Entry forms will be available in the last week of April on the city's website, at the Menasha Public Library, the Community Development Department located on the 2nd floor of City Hall, and at participating downtown businesses. To be eligible for a prize package sponsored by downtown merchants, forms will need to be dropped off at these businesses or at the library by May 16, 2011. Prizes will be awarded in May as part of Historic Preservation Month activities.



Dog and Cat Licenses

By: Tom Stoffel, City Comptroller/Treasurer

Dog and cat licenses expire on December 31st of every year and if you still have the dog or cat on January 1st, the license needs to be renewed. Dogs and cats more than five months of age on January 1st or dogs and cats that reach the age of five months during the calendar year are required to be licensed by City ordinance. When you come to City Hall to purchase your dog or cat license, you must bring along proof of rabies vaccination. This is usually covered with a form issued by your pet's veterinarian. The cost of the license is seven dollars (\$7) for neutered male or spayed female dogs and cats and twelve dollars (\$12) for unneutered male and unspayed female dogs and cats. If the owner fails to obtain a license prior to April 1st of any year, an additional five dollar (\$5) late fee will be charged in addition to the required license fee.

The total combination number of dogs and cats per dwelling unit shall be limited to four (4). If such dwelling unit or family unit decides to have more than four (4) but no more than twelve (12) and does not decide to have a kennel license, in that event he or they must have the consent in writing of eighty percent (80%) of the residents over eighteen (18) years of age within two hundred (200) feet of the property line of the premises of the pets. The petition shall state the number of dogs and cats which shall be on the premises and shall be valid for two (2) license periods after the date of expiration. The petition shall be presented to the Common Council for approval. The petition shall list the dogs or cats by name, specific breed and license number.

If there are questions on how to obtain a dog or cat license, please contact the City of Menasha Finance Department at 967-3630.

Menasha Senior Center

By Jean Wollerman, Senior Center

Seniors 55 and older may purchase a \$10.50, 14-visit punch card to participate in the following exercise classes. All classes are held at the Menasha Senior Center, 116 Main Street, Menasha.

Zumba Gold – Tuesday's and Thursday's 4:00 p.m.
A fusion of Latin and global music and dance moves creates a fun workout class. Great for a beginner or older adult.

MSROM – Wednesday's and Friday's 10:00 a.m.
Muscular Strength and Range of Motion Exercise class
Move to the music through a variety of exercises to increase muscular strength, range of motion and activities for daily living skills. Hand-held weights, elastic tubing and a ball are offered for resistance and a chair is used for seated or standing support.

F.A.B.S. – Tuesday's 12:00-Noon
Flexibility, Agility, Balance and Strength
Balance and stretching exercises as well as working with flexibility exercises.

Line Dancing - Monday's and Wednesday's
Beginners start at 8:30 a.m.
Intermediate/Advanced 9:30 a.m.
Line dance your way with great music.

Computer Lessons - Monday's
Cost is \$14.00 for 4 one-hour sessions. One-on-one training on the computer. The instructor will tailor to your needs. Register at the Center.

Six computers are also available for usage daily from 8:00 a.m.-4:00 p.m. Copies from the printer are \$0.10 a copy.

Please contact the Menasha Senior Center at 967-3530 for class detail or questions.

Airing of Common Council Meetings

City of Menasha Administration Committee, Board of Public Works and Common Council meetings are aired on Time Warner Access Channel 2 and AT T U-Verse Channel 99 on Thursdays starting at 8:30 p.m.

All broadcasts can be viewed on the City of Menasha website under the Agendas, Minutes and Televised Meetings link.

Fox Cities Reads - A Community Read

The fifth annual Fox Cities Reads will be held the week of April 10. This year's featured author is Luis Alberto Urrea. Mr. Urrea is an acclaimed writer of 13 books, including both fiction and nonfiction. He was a finalist for the Pulitzer Prize in 2005 and is a member of the Latino Literature Hall of Fame. The community read will focus on two titles: *The Devil's Highway: A True Story* and *Into the Beautiful North: A Novel*.

Mr. Urrea will appear at libraries throughout the Fox Cities including the Menasha Public Library on April 13 at 7:00 p.m. For more information about the Fox Cities Reads, visit www.foxcitiesreads.org.

What's Coming Up at the Menasha Public Library Children's Department?

Read Across America Day Celebration

Tuesday, April 12 10:00-10:30 a.m.

Poetry Fest and Reception

Tuesday, April 12 6:30-7:15 p.m.

Week of the Young Child Literacy Day

Monday, April 18 10:00-10:30 a.m.

Earth Day Celebration

Tuesday, April 19 10:00-10:30 a.m.

Cool Salsa: El día de los niños/El día de los libros

Tuesday, April 26 6:30-7:15 p.m.

Let's Grow Garden Stories

Monday, May 2, 9 & 16 10:00-10:30 a.m.

Preschool Players Theater Group

Tuesday, May 3, 10 & 17 6:30-7:00 p.m.

Wheels to the Max: Honk! Honk!

Friday, May 6 10:00-10:30 a.m.

New Book Sale Table!

In addition to the twice yearly book sales offered by the Friends of the Menasha Public Library, we are now offering an ongoing book sale. The sale includes a selection of recently withdrawn titles from throughout the library's collection. New titles will be added regularly, so be sure to check back often! The books are located on a table near the Circulation Desk. Hardcover titles are \$1 and paperbacks are \$0.50.

Tuesday Afternoon Nonfiction Book Club

The Tuesday Book Club continues in 2011 with six more great nonfiction titles! We now meet in the Gegan Room in the lower level of the library. Light refreshments are served. Copies of the books are available at the Reference Desk (967-3690). Newcomers are welcome!

April 19 – *Empire of the Summer Moon*

by S.C. Gwynne

May 17 – *The Poisoner's Handbook*

by Deborah Blum

June 21 – *Packing for Mars* by Mary Roach

New Energy Resources at the Menasha Public Library

Thanks to a generous grant from Menasha Utilities, the Menasha Public Library has purchased more than 20 books and DVDs on energy efficiency and conservation to enhance our collection. For a complete list of titles, visit our website at www.menashalibrary.org. The grant also allowed the library to purchase three new watt meters that are available for checkout at the Reference Desk. These devices will help homeowners make smart decisions and save money by determining which appliances consume the most energy! To check on the availability of these resources, please call the Reference Desk at 967-3690.

United Way Dental Clinic

By Loretta Kjemhus

If you do not have dental insurance and your child qualifies for the free or reduced hot lunch/breakfast program, you may qualify for funding for your child's dental treatment if your child has **cavities**. This program is for children enrolled in the Menasha Schools grade preschool through grade 12.

If you do not qualify for the free/reduced food program, you may still qualify due to extenuating family circumstances. For more information, please call Loretta at the health department at 967-3520.

This program is not for clients who have the state Medicaid Insurance

Resthaven Cemetery and Menasha's Section of Oak Hill

By Vince Maas, Park Superintendent

Spring Clean-up will take place on the **first** Monday of April (April 4, 2011). All items will be removed by cemetery staff. This will include artificial bouquets, wreaths and live floral arrangements.

After the above date floral arrangements may be replaced by the grave marker. The arrangements must be placed in one of the following:

- Urns that are placed on concrete slabs adjoining or part of the grave marker base.
- Pennie planters that are placed on the side of the marker – these holders are placed under the grave marker and extend up the side of the marker.
- Planters which are mounted on a ¾" pipe extended 28" above the ground level. These planters shall be placed alongside the grave marker.

No glass and tin containers for cut flowers permitted.

Items removed by cemetery staff from grave markers will be stored for 2 weeks, after which items will be disposed. Contact Vince Maas, Park Superintendent, at 967-3642 with any questions.

Emerald Ash Bore

The City of Menasha has again received an Urban Forestry Grant from the State of Wisconsin Department of Natural Resources Forestry Program as authorized under s. 23.097, Wis. Stat.

This project will include the implementation of our Emerald Ash Bore (EAB) management plan which was completed last year.

- Assessing the public Ash trees – removing those in critical and poor condition
- Planting replacement trees of diverse species
- Updating the City's Forestry ordinances
- Provide public awareness/educational opportunities for residents of the City of Menasha and the local community. This would include information on the history of EAB, what are the signs of infection, what steps should be taken for prevention, and removal/disposal of dead trees.

More information will be provided when available. If you have questions call Vince Maas at 967-3642.



2010 – 2011 High School Scholarship

High school seniors may be eligible to win a \$1,500 scholarship. To qualify, the student's parents or legal guardian must be a customer of Menasha Utilities and/or reside in the City of Menasha when the application is submitted.

Scholarship criteria, information, and profile forms have been mailed to the Guidance Office at our local high schools or they can also be found on our website at: www.menashautilities.com.



Menasha Health Department Seeks Emergency Volunteers

By Loretta Kjemhus, Menasha Health Department

Here is your chance to make a difference in your community!

The Menasha Health Department is looking for volunteers for health related catastrophic emergencies for our emergency preparedness program. This kind of event may require a city wide mass vaccination or pre-medication clinic. Recently, emergency volunteers were utilized for our H1N1 clinics. We could not have been efficient without their service.

Volunteers are needed for non-medical tasks (medical tasks also if qualified). No special skills are required. Tasks may include assisting in registration, helping clients fill out paperwork, greeters, security, and getting clients through the clinic process in a timely and orderly manner. One or two educational training sessions will be provided each year. You and your family, friends or neighbors are invited to become a part of this community effort.

Please call Loretta Kjemhus at the Menasha Health Department for an application or answers to your questions at 967-3520.

*You do not need to live in Menasha to become a volunteer for our health department.

Thank you for your support!



Menasha Utilities Customer Services Update

By Menasha Utilities Co-Managers Melanie Krause and Dick Strum

Menasha Utilities continues to offer valuable customer services and has a new team member to help provide these services. Mark Albert has joined WPPI Energy, the power supplier for Menasha Utilities, and began serving as our Energy Services Representative earlier this year. His role includes helping Menasha Utilities customers achieve goals related to energy conservation and energy management. Mark has a broad range of skills and a diverse background that includes the credentials of a professional engineer and certified energy manager.

Menasha Utilities can provide a number of valuable energy efficiency and cost-savings services to its customers. On the residential side, these services include:

- Central air conditioning system tune up discounts
- Pick up and recycling of old/inefficient appliances
- Cash-back rewards for high efficiency and renewable energy equipment (available via our support of the Wisconsin's Focus on Energy program)
- Financial incentives for planting shade trees through our Tree Power program
- Assistance with ideas and plans for improved home energy efficiency

Our commercial and industrial customers can also benefit from available services including:

- Facility evaluations for energy conservation opportunities
- Cash-back "prescriptive" and enhanced incentives for new construction and retrofits
- Customized financial incentives for energy efficiency improvements, proposed energy conservation projects, and renewable energy projects
- New construction design assistance
- Shared savings programs that are designed to help businesses overcome initial cost barriers associated with implementing energy efficiency projects

In addition to helping our residential and business customers, Menasha Utilities also provides many valuable energy services to support our schools and governmental facilities in their energy conservation and cost management efforts.

Visit www.menashautilities.com for more information on specific energy efficiency and conservation programs for your home and business. If you have any additional questions please call Menasha Utilities at 967-3400 or contact Mark Albert at 967-3405 or by e-mail at malbert@wppienergy.org

Menasha's Farm Fresh Market is gearing up for the 2011 season...

Spring is just around the corner and that means the Farm Fresh Market is on the horizon! If you haven't come downtown for the market yet, here's what you've been missing: a variety of fresh fruits & vegetables, maple syrup, fresh cut flowers, kettle corn, coffee, breads & cookies, cheese, grass fed cattle and goat, organic free range chicken, egg rolls, handmade soaps, lotion, jewelry, woodcrafts and more! Check out the Menasha Farm Fresh Market facebook page for more information on the market and our vendors.

The Farm Fresh Market is every Thursday, June 9 - October 27 from 2:00 p.m. to 6:00 p.m. on the Main Street terrace in front of the marina. Convenient on street parking allows for easy shopping access!

The Farm Fresh Market is the place to be for all your fresh produce and hand crafted product needs! Come to shop, stay to enjoy the atmosphere!

Support your local growers and local craftspeople...

CAR-RT-SORT
Postal Customer
Menasha, WI 54952

Important RECYCLING INFORMATION ENCLOSED... save for future reference!!

Protect Our Water Resources... Build a Rain Garden!

By Amy I. Wagner Kester, Principal Planner

What Is A Rain Garden?

A rain garden is a shallow garden bed that is landscaped with native plants and is designed to capture and soak up rainwater from downspouts. During a rainfall, the rain garden fills with a few inches of water which slowly drains into the ground rather than running into a storm drain. By preventing rain water from traveling into the stormwater drainage system, rain gardens help protect our local water resources from pollution, reduce the chance for flooding, and lessen the need for costly municipal improvements. Rain gardens are also aesthetically pleasing and provide a natural habitat for birds, butterflies, and beneficial insects.

But Isn't Rainwater Already Clean?



Rain and melting snow drain from our roofs, driveways, and yards into the stormwater drainage system where it empties directly into our rivers and lakes. As storm water moves over the landscape, it picks up a mixture of pollutants including sediments, bacteria, metals, chemicals, toxic substances, lawn fertilizers, pesticides, litter, animal waste, leaves, lawn clippings, nutrients, and other organic matter. Since local storm water is untreated, contaminated runoff results in a multitude of environmental and health problems.

How Do I Plant A Rain Garden?

Rain gardens should be located to receive water from downspouts and sump pumps, ideally preventing drainage onto a hard surface (e.g. driveways, sidewalks, and streets) or directly into lakes and rivers. Position the garden at least ten feet from any foundations and call Digger's Hotline during the planning stages. Generally, the size of the rain garden should be one-third the size of the roof or paved area that drains to it. The garden should be designed as a shallow bed slightly lower than the surrounding landscape, typically four to eighteen inches deep depending on the slope of the site. Use the turf and soil that you've dug out to build up a berm on the downhill side of the garden to prevent runoff. Select low-maintenance native flowering plants and grasses and mulch to discourage weed growth and maintain soil moisture. Local greenhouses and garden clubs can help you choose plants that are best suited to your location and soil.

What Else Do I Need To Know?

In addition to helping the environment, city businesses can receive financial credit towards their stormwater utility charges by installing approved rain gardens and similar bio-filtration systems. For more information on commercial stormwater credits, contact the Public Works Department at (920) 967-3610. For detailed rain garden installation instructions, please visit www.dnr.state.wi.us/runoff/rg/ or contact your county's Land and Water Conservation Department.

