

It is expected that a quorum of the Administration Committee, Board of Public Works, Personnel Committee and Plan Commission will be attending this meeting, although it is not expected that any official action of any of those bodies will be taken.

CITY OF MENASHA
Special Session Common Council
City Hall-140 Main St.-Council Chambers-3rd Floor
May 19, 2008

6:30 PM

AGENDA

 [← Back](#)  [Print](#)

1. CALL TO ORDER

A. Call to Order

2. PLEDGE OF ALLEGIANCE

A. Pledge of Allegiance

3. ROLL CALL/EXCUSED ABSENCES

A. Roll Call

4. PUBLIC COMMENTS ON ANY MATTER OF CONCERN TO THE CITY

Five (5) minute time limit for each person

A. Public comments only pertaining to appointment of District 1 Alderman

5. DISCUSSION

A. Presentation by candidates for District 1 Alderman:

- 1. Gordon Eckrich**
- 2. Scott Francis**
- 3. Chris Klein**
- 4. Jason Pamentor**
- 5. Tim Maurer**

[Attachments](#)

6. ACTION ITEMS

A. Appointment of District 1 Alderman

7. ADJOURNMENT

A. Adjournment

Menasha is committed to its diverse population. Our Non-English speaking population or those with disabilities are invited to contact the Clerk's Office at 967-3600 at least 24-hours in advance of the meeting so special accommodations can be made.

May 5, 2008

Ms. Debbie Galeazzi
City Clerk
140 Main Street
Menasha, Wisconsin 54952

Ms. Galeazzi:

I am writing to express my interest in the District #1 aldermanic position.

I believe my work experience with a diverse range of governmental entities will benefit the City of Menasha and specifically Aldermanic District #1. Although, my major work experience has been in property assessment, I also have a broad based background in town and county government. This experience was gained during my tenures as a Town of Menasha Board Supervisor and as a Winnebago County Board Supervisor. Each of my employment positions served to formulate my knowledge of the workings of governmental entities.

I feel my employment experience serves to qualify me for the position of District #1 Alderman for the City of Menasha. I look forward to the opportunity to participate in a presentation to the Mayor and Council. Please do not hesitate to contact me with any questions or comments. I appreciate your time and attention.

Sincerely,

A handwritten signature in cursive script that reads "Gordon M. Eckrich". The signature is written in black ink and is positioned below the word "Sincerely,".

Gordon M. Eckrich

GORDON M. ECKRICH

383 Naymut Street • Menasha, WI 54952 • 920-722-7933

OBJECTIVE

To secure the appointment to the district #1 aldermanic seat.

EXPERIENCE

TRI-COUNTY RECREATION ASSOCIATION - Board of Directors, Neenah, WI

Board President

April 1984 to Present

- Creates manager policy.
- Supervises manager performance.
- Host trade shows.
- Eliminated substantial preexisting debt load.
- Installed a permanent concrete floor system.

CITY OF OSHKOSH – Assessors Office – Oshkosh, WI

Property Appraiser

February 2003 to October 2003 and March 2004 to September 2005

- Assisted in city wide reassessment of properties.
- Gathered measurements and listing data of residential and commercial properties.
- Entered listing data and sketches into computer system.
- Assisted in background research of commercial properties.
- Explained new assessments to property owners.

CITY OF APPLETON – Assessors Office, Appleton, WI

Property Appraiser

July 1973 to March 2002

- Performed tasks to set assessments in classes of properties.
- Assisted in development and implementation of computer assisted assessment system.
- Assisted in mentoring lead programmer in assessment function.
- Expanded the State Assessment Manual cost tables.
- Remapped portion of city on the county plat maps.

TOWN OF MENASHA – Town Board of Supervisors, Menasha, WI

Town Board Supervisor

April 1981 to April 1992

- Chaired Building Committee for West Side Fire Station.
- Assisted in development of job description for first Town Administrator.
- Interviewed and hired first Town Administrator.
- Acted as liaison between Town Board and Police and Fire Departments.

EXPERIENCE (CONT)

WINNEBAGO COUNTY – County Board of Supervisors, Oshkosh, WI

County Board Supervisor

April 1984 to March 1992

- Served on committee to oversee County Buildings and Grounds.
- Assisted in initial design and construction of County Exposition Building.

Scott Francis
319 Cleveland Street Menasha Wisconsin 54952
920-722-1317 topline1@sbcglobal.net

May 3, 2008

To: Ms Debbie Galeazzi,
City Clerk, City of Menasha
140 Main Street
Menasha, WI 54952

From: Scott Francis

RE: Vacancy in District #1 Aldermanic Seat

This letter is to express my interest in fulfilling the duties of the open aldermanic position for the 1st district. I would like to help the city of Menasha move forward in a progressive yet fiscally responsible fashion by representing the residents of the first district to help ensure that city government decisions made on their behalf are both progressive and fiscally responsible.

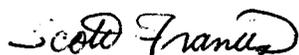
As a resident of the 1st district for past 26 years I have a strong sense of community and would very much like to see the positive changes that have begun in the city to continue. I am especially interested in business development and "quality of life issues." I feel the two areas compliment each other, in that a strong vibrant business community will allow us to continue to provide quality services without increasing the tax burden to Menasha residents.

My community involvement background includes a number of years as an active member on the board of directors for the Doty Island Development Council and the Inventors Network of Wisconsin. My business background includes senior and general management positions for a number of companies including Kimberly Clark, Dean Foods and Community First Credit Union.

For the past five years I have operated my own management consulting company Topline Development LLC.

I welcome the opportunity to serve.

Thank you for your consideration.



Scott Francis

SCOTT R. FRANCIS

319 Cleveland Street
Menasha, WI 54952

920.722.1317
Topline1@sbcglobal.net

Career Summary

Creative and visionary leader with extensive change agent, business development and new products success. Proven people developer and consensus builder who consistently delivers bottom-line results. Experienced in all aspects of strategic planning, advertising, business development, promotion, packaging, research and pricing. Category experience includes financial services, paper, apparel, food, direct marketing, and private label. Functional areas of expertise include:

- | | | | | |
|--------------------------|----------------------|--------------|-------------|---------------|
| ✓ Strategic Planning | ✓ P&L Responsibility | ✓ Sales | ✓ Logistics | ✓ Insurance |
| ✓ Research & Development | ✓ Customer Service | ✓ Operations | ✓ Finance | ✓ Investments |

PROFESSIONAL WORK HISTORY

TOPLINE DEVELOPMENT, Menasha, WI 2003 - Present

Strategic marketing Consultants specializing in "Go to Market Strategies", New Products, and Marketing Planning

Owner / President

Work with business owners and "C" level executives to help them make more money with less effort.

- Developed and executed complete marketing and business development programs for multiple clients.
- Serve as a "sounding board" for multiple "C" level clients to help them crystallize vision and strategies.
- Provide sales representation and strategic alliance services for several clients to large targeted accounts.

COMMUNITY FIRST CREDIT UNION, Appleton, WI 2002 – 2003

Leading regional credit union in northeastern Wisconsin, with \$545 million in assets

Vice President Marketing and Strategic Planning

Responsible for marketing and strategic planning of 16-branch credit union and the management of its insurance and investment subsidiaries.

- Grew assets from \$428MM to \$545MM.
- Increased profits to record levels in excess of \$7MM.
- Turned-around insurance and investment subsidiaries to become profitable contributors.
- Launched 2 new branches that each generated sales in 3 months not attained for prior openings until the 1½-year mark.

MILES KIMBALL, Oshkosh, WI 2001

Catalog and Internet merchandiser.

Director of Customer Relationships

Responsible for improvement in all points of contact with customers and long-term business development.

- Initiated and coordinated consumer research that led to a repositioning of the Miles Kimball website.
- Selected and tested media (other than catalog) to drive customers to website and generate direct sales.
- Organized and led effort to establish relational database for future consumer research.

BEL-KAUKAUNA USA, Kaukauna, WI 1999 – 2001

U.S. headquarters for Fromagerie Bel, the world's second largest cheese company.

Marketing Manager

Responsible for Kaukauna® and WisPride® brands of refrigerated spreads and Mexican sauces (\$50MM in manufacturer's sales).

- Led research that resulted in positioning for company's first-ever account specific television campaign, increasing sales by 17% in advertised markets (25% of the United States).
- Re-launched cheese ball lines with new "easy-open packaging," resulting in the first product improvement in the category in 30 years and a 10% sales increase.
- Introduced improved cream cheese flavors that reversed distribution and sales declines.

DEAN FOODS-PICKLE & SPECIALTY PRODUCTS DIVISION, Green Bay, WI 1995 – 1999

World's largest pickle packer.

Marketing Director

Responsible for managing 18 brands and private label programs for 45 of the nation's top 50 retail grocers.

- Contributed to increasing division profits from \$23MM to \$45MM through S.K.U. and mix and territory management.
- Introduced several new products including Peter Piper's Pickles® with the Picklevator, a basket in the jar which brings pickles to the consumer. Selected as one of ten new products out of 26,000 to win Marketing Intelligence Service Ltd.'s "Better Mouse Trap" award for new products in 1999.
- Received company's Gold Medal Merit award for "Excellence in Management".

STELLA FOODS, Green Bay, WI

1993 – 1995

*Nation's largest manufacturer of Italian cheese with annual sales totaling over \$500MM.***Group Product Manager** - Dairy Case Brands, Private Label, Food Service and Ingredients*Responsible for P&L, marketing and sales of branded and private label cheese including: Frigo[®], Dragone[®], and Gardenia[®].*

- Consolidated product forms across 3 plants to obtain common sizes, pricing, and promotional schedules.
- Created 2 major tie-in promotions, Pogs and Magic Eye trading cards in-packs, increasing sales by 23%.
- Redesigned package graphics to significantly improve shelf presence and incorporate N.E.L.A. requirements.

ZWICKER KNITTING MILLS, Appleton, WI

1991 – 1992

*A seasonal fashion accessory manufacturer and importer.***General Manager** - Knit Street and Contract Divisions*Responsible for P&L, operations, marketing and sales of divisions totaling \$35MM annually. Marketed accessories to drug, grocery, department store and private label/contract classes of trade. Managed 7 direct reports.*

- Improved profitability of divisions from losses of \$3MM to breakeven in less than one year by improving price, mix and cost.
- Sold, personally, over \$3MM in new business.

MEAD CORPORATION – GILBERT PAPER DIVISION, Menasha, WI

1991

*A \$75MM premium paper manufacturer.***Marketing Manager***Responsible for leading all corporate marketing and advertising activities.*

- Introduced Essee[®], a new grade of recycled premium papers, which was slotted in most major paper distributors and became Gilberts leading paper line accounting for 18% of Gilberts total sales.

KIMBERLY-CLARK CORPORATION, Neenah, WI

1982 – 1990

*World's largest manufacturer of tissue products. A Fortune 100 global consumer products company.***Manager of New Business Development** – Home Health Care Group (1988 – 1990)*Responsible for division's long-term vision and strategy and identification and development of new products.*

- Introduced Freshguard[®] disposable underarm shield to Austin, Texas, test market.
- Introduced Depend Toweleets[®], the company's first wet wipes product.
- Developed initial concept for light incontinence line of products, launched as Poise[®]

Product Manager - Depend[®], Incontinence Products Consumer and Institutional (1987 – 1988)*Responsible for "full containment" and institutional segments of the business.*

- Increased sales 40%, while coordinating cost savings programs, reducing sales costs by 33% and improving product quality.
- Developed institutional packaging and pricing programs, increasing sales by 15%.

Product Manager (1984 – 1987)*Responsible for multiple product lines including: new feminine care products, New Freedom[®] and New Freedom[®] Thin/Thin Super Maxi and Anyday[®] Pantliners.*

- Identified and developed Kotex[®] Natural Curved Tampons. Developed creative for this product, which broke all existing testing records for persuasion and recall.
- Proposed and led change from cardboard to poly bags, resulting in significant volume and brand share increases.
- Created and executed defensive promotions to counteract competitors' major new product entries, developing the highest profit level in the category.
- Introduced New Freedom[®] Thin Maxi, Kimberly-Clarks largest new product introduction to date.

Assistant Product Manager & Marketing Assistant (1982 – 1984)**OTHER EXPERIENCE****Director**

Doty Island Development Corporation - (A community development and action group)

2005 - present

Phoenix Restaurant Group (Five restaurant chain in Milwaukee)

1998 - present

Wisconsin Inventors Network

2006 - present

Author /Public Speaker - Author of a syndicated business column and guest speaker at regional and national events.**Adjunct Professor** Graduate and Undergraduate Marketing and Management Courses**UNIVERSITY OF WISCONSIN, OSHKOSH**

2006 - present

CARDINAL STRITCH UNIVERSITY

1985 - 1996

MARQUETTE UNIVERSITY - (FULL TIME)

1981 - 1982

NORTHERN MICHIGAN UNIVERSITY- (FULL TIME)

1980 - 1981

EDUCATION**Masters of Business Administration** – Northern Michigan University, Marquette, Michigan**Bachelor of Science – Management/Marketing**, Adams State College, Alamosa, Colorado

CHRIS KLEIN
730 Keyes St. Menasha, WI 54952
920-740-7641
cklein@assist2sell.com

DISTRICT 1 ALDERMAN CANDIDATE

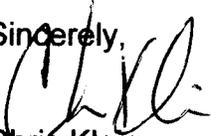
Dear Menasha Council Members:

I am responding to your request for a replacement for District 1 Alderman for the City of Menasha.

I have been a long time City resident, moving to the area in the late 1980's. With my experience as business owner I can bring my leadership dealing with difficult situations especially with budgets. I have been involved with the City of Menasha since I moved to the area. More formally active for the past nine years with appointments to several committees. I have also run for alderman on two occasions in the early 1990's. I am familiar with the exciting things that the City has accomplished and aware of the challenges we face.

I feel I would be a good candidate because I can offer some fresh ideas, work together to find a "win/win" situation to get issues resolved and overall help to move the City in a direction which will be in the best interest of every citizen.

Sincerely,


Chris Klein

CHRIS KLEIN

730 Keyes St. Menasha, WI 54952

920-740-7641

cklein@assist2sell.com

DISTRICT 1 ALDERMAN CANDIDATE

Experience: Board of Appeals- Since 1999 to Present
Park & Rec Board- 2002-2004
Ad-Hoc Capital Facilities Board – 2001-2002
Alderman Candidate- 1990 & 1991. Ran against Woody Weber & Tom Owen. The second attempt was against Stan Sevenick

Personal Information: Married: Wife-Tina
Children: Matthew age 24 & Alicia age 16

Residency: Current home since 1997.
Previously lived on 7th Street across from Hart Park.

Employment: Current: Owner-Assist 2 Sell Real Estate Company
1486 Kenwood Dr., Menasha
Previous: Owned J. Edwards Glove Company 1992-2001
Appleton and Neenah

Education: University of Wisconsin-Oshkosh
BS Journalism

Jason Pamenter
165 Main St. Menasha, WI 54952
920-585-3008
jason@jdogstudios.com

April 10, 2008

Dear Common Council President,

I would like to be considered for the position of Alderman for the 1st District of the City of Menasha.

With experience as a downtown Menasha business owner, I have developed a great working relationship with both business owners and residents throughout the City of Menasha and its surrounding areas. This rapport has permitted me to receive honest and useful feedback from members of the community, which will be useful in bringing the community together in helping the City of Menasha move forward.

As an active member of the Menasha Action Council Advocacy Committee, I have worked hand-in-hand with some of the great entrepreneurs and business managers in Menasha and know where their concerns lie as businesspersons. I would like to address these concerns and provide solutions in order to facilitate the retention of these valued members of our community.

I have experience in the technical aspects of council meetings as I was involved in student government at Carroll College, where I was elected Chairman of the Student Funds Allocation Committee, which was responsible for the expenditure of approximately \$200,000 annually.

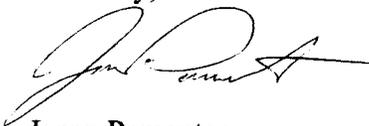
Some of my goals as Alderman include but are not limited to:

- Keeping the community well versed in redevelopment projects and city issues.
- Attracting and retaining businesses in Menasha through citywide promotion and partnerships.
- Becoming involved with the Historical Landmarks Commission and its regulation of signage in the downtown area.

I am an aggressive, energetic, and ethical professional with the skills necessary to excel and help lead the community in a positive direction as Alderman of the 1st District of the City of Menasha.

Thank you for taking the time to review my resume and qualifications. I look forward to your favorable reply.

Sincerely,



Jason Pamenter

Enclosed Resume

Jason Pamenter
165 Main St. Menasha, WI 54952
920-585-3008
jason@jdogstudios.com

Work Experience:

Owner/Photographer- *Jdog Studios Photography* **9/2005 to Present**
Menasha, WI

- Manage marketing efforts and coordinate photography schedule
- Capture commercial, fashion, pet, family, and graduation portraits
- Manage all financial and daily administrative operations

Executive Director- *Proactive Personnel* **4/2003 to 9/2005**
Appleton, WI

- Oversaw all aspects of daily operations including; weekly payroll, attendance, and employee performance reviews
- Recruited, interviewed, and hired employees
- Conducted daily sales calls to current clients and developed relationships with new clientele
- Created marketing materials such as brochures, web pages, and newspaper advertisements

Division Director/Staffing Manager- *Robert Half International* **2/2002 to 4/2003**
Milwaukee/Madison, WI

- Interviewed and recruited internal and external employees for administrative positions
- Lead and motivated Staffing Managers and reported team progress directly to the Regional Manager
- Promoted to Division Director of the Madison location after only four months as a Staffing Manager
- While Division Director, my team increased sales by 23% and profits by 8%
- My personal sales production ranked in the top eight in a five state region (over 120 Staffing Managers in my region)

Director of Marketing- *Aerial Photos of America* **2/1997 to 2/2002**
Appleton, WI

- Created sales promotions and coordinated marketing strategies
- Managed and motivated a six-person sales team
- Functioned as the mediator between upper management and sales persons
- Ordered supplies and forecasted inventory needs
- Conducted marketing calls to business throughout the state
- Spearheaded charity events and fundraisers for the Brett Favre Fourward Foundation and the Rice Lake Hunters, Survivors, and Victims Fund)

Education:

Bachelor of Business Administration **Graduated 12/2001**
University of Wisconsin Oshkosh
Human Resource Management Major 3.83 GPA
Marketing Major 3.48 GPA

Affiliations:

Menasha Action Council Advocacy Committee

4/2006 to Present

Menasha, WI

Special Olympics of Wisconsin

7/2005 to Present

Coach/ Volunteer

International Association of Administrative Professionals

2/2002 to 4/2003

Madison, WI

Society for Human Resource Managers

10/1998 to 12/2001

Fox Valley Chapter

May 5, 2008

Debbie Galeazzi
City Clerk
140 Main Street
Menasha, WI 54952

Dear Debbie:

I am interested in the District #1 (Ward 1) Aldermanic position. I live at 575 Riverway in District 1. Please consider me an applicant for the position of Alderman, District #1 (Ward 1).

I am currently a member of the Housing Authority for the City of Menasha. I feel that I would be a good alderman because I live and own a business in the district. I would be a good asset to the community because I have taken on redevelopments of my own properties. I am fair and balanced on listening to the people and their ideas in the district. I also show great interest in the Park and Recreation Department being that I live right next to Smith Park.

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "Timothy J. Maurer". The signature is written in a cursive style with some loops and flourishes.

Timothy J. Maurer

Summary of Experience

Senior account executive with over 20 years of experience with top performing results. Highly motivated sales professional with persuasive negotiation and closing skills. Exceptionally talented in customer development, able to establish positive rapport and build loyalty with clientele. Background in General Business Management with P&L responsibility, operations management, budgeting and forecasting sales.

2007 to 2008 **Bradner Smith and Company**, Appleton, Wisconsin
Independent, family-owned, wholesale distributor of high performance printing and office papers.

Account Executive: Responsible to Vice President of Sales, located in Appleton, Wisconsin.

- Met the needs of a Fortune 500 Company with tight timeline. **Result:** Worked with supplier to meet this need and negotiated cost to gain top percentage for the company.
- Responsible for marketing and quoting public enterprises. **Result:** Budgeting and working closely with suppliers for RFQ's to establish new business.
- Established and maintained relationships with small to medium size business owners and purchasing agents. **Result:** Maintained and developed new business.

1999 to 2007 **Unisource**, Appleton, Wisconsin
Unisource is the leading independent marketer and distributor of commercial printing & business imaging papers, packaging systems, and facility supplies and equipment in North America.

Senior Sales Executive: Responsible to Sales Manager, headquartered in Appleton, Wisconsin.

- Developed and implemented strategic plans to grow business with owners of medium and large size printers. **Result:** Increased sales by 5%-8% a year.
- Consulted and present to CEO's and owners of large printers. **Result:** Built business partnerships and increased sales.
- Develop, budgeted, and made sales forecasts with inventory management for large printing projects. **Result:** Multiple year contracts.
- Strategic planning and develop sales forecasting for key accounts **Result:** Top performer- **Winners Circle Award 2000**, given to only the top salesman by Unisource.

1992
to
1999

Dunsirn Industries., Neenah, Wisconsin.

A \$70 million global leader in specializing in contract slitting and non-pressure sensitive films and paper.

Senior Account Executive: Responsible to Sales Manager, located in Neenah, Wisconsin.

- Organized and managed a fourteen state territory including accounts in Canada and Mexico. **Result:** growing territory into a \$6 million annual territory.
- Strategic Planning and sales forecasting with Fortune 500 Companies. **Result:** A top performer in the sales team.
- Prospected new accounts through telemarketing and cold calling. **Result:** Met and exceeded all sales goals with a 30% annual increase.

1989
to
1992

Butler Paper, Georgia-Pacific. Green Bay, Wisconsin.

Distributor of printing & imaging paper, publication paper, packaging supplies & equipment, and facility supplies.

Senior Account Executive: Responsible to Sales Manager, located in Green Bay, WI.

- Increased sales in my territory 45%.
- Educated businesses owners on premium paper stocks.
- Advance myself with Professional sales skills training.

1986
to
1989

ABM Office Systems. Appleton, Wisconsin.

Computer and office equipment sales for a national supplier.

Sales Representative: Responsible to sell office equipment to businesses.

- Actively prospected new customers through telemarketing and cold calling.
- Promoted national products business to business.

Education: MS Degree, Management Organizational Behavior, Silver Lake College, Manitowoc, Wisconsin, 1998.
BA Degree, Business Administration, University of Wisconsin, Stout, Menomonie Wisconsin, 1986.

References available upon request.