



The Horizon

A Publication of the City of Menasha, Wisconsin

Spring 2005

The Mayor's Corner

By Joseph Laux, Mayor

Dear Menasha Resident:

It's a beautiful day in Menasha! 2005 is poised to become another exciting year of progress and new opportunity for Menasha.

At 515 Broad Street another redevelopment project is underway using the most powerful economic development tool available to us as a community – Tax Incremental Financing (TIF). Through this tool we were able to eliminate the blighted clinic that was abandoned for over four years and lost over \$180,000 in tax base. The abandoned clinic is being razed to make way for the 12-unit, \$2.4 million Headwaters Condominium project.

The total property tax payment of \$73,145 (paid by the developer/owner) will pay \$10,505 in property taxes to the Menasha School District, the City of Menasha, Winnebago County and Fox Valley Technical College. The balance (\$62,640) of the \$73,145 property tax payment will then pay for the debt the City of Menasha incurred to acquire and clear the site at 515 Broad Street. This means that the Menasha School District and other jurisdictions are held harmless when we use TIF for reinvestment.

According to a UW-Extension analysis, we have a number of areas along our waterfront that need new investment – property values are very low compared to other areas of Menasha and the Fox River Valley. Our waterfront is our most valued asset and we will need to shepherd this development in a very positive manner for the community.

On the other end of Broad Street, our new bike trail across Little Lake Butte Des Morts is being constructed which will be open by fall. We are very excited that Miron Construction has donated the \$150,000 manual lift bridge as part of the trestle trail project to enable crossing the US Government canal at the Menasha Lock site. This joint project with the Town of Menasha and State of Wisconsin will connect us to the WIOWASH Trail in Larsen.

Working with the Town of Harrison and Calumet County we are pursuing a grant to extend the bike trail from Oneida Street all the way to High Cliff State Park. These trail segments are part of the Freedom Trail that will eventually connect Manitowoc to Stevens Point!

Below lists our new businesses in our community:

Go Wireless
434 Third Street

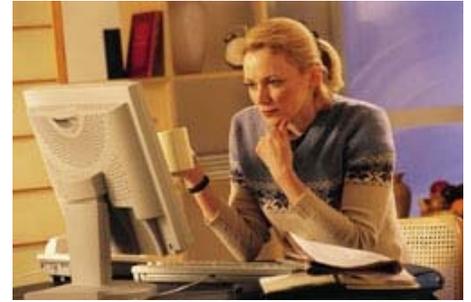
Payday Loan Store
434 Third Street

Primitive Gatherings
850 Racine Street

If you are opening a new business or relocating to the City of Menasha and would like to have it featured in the next issue of *The Horizon*, please contact the Community Development Department at 967-5103.

Online Bill Payment available at www.menashautilities.com

Menasha Utilities now offer their residential customers the ability to access their account as well as make a payment online. With this new service, customers can manage their account in a way that's simple, efficient and suited to their needs – 24 hours a day, seven days a week. This service allows customers to view their own account history and to pay their utility bill through our web site – at no charge! For additional information, or to sign up for online bill payment, go to www.menashautilities.com and click on the Access My Account icon.



Renewable Energy Program Continues To Help Protect Our Environment



Renewable energy is friendly to the environment. Renewable sources replenish themselves naturally, leading to significant reductions in waste and emissions and improved air and water quality. The more renewable energy we use, the less we need to rely on traditional sources of electricity such as coal, oil and natural gas. By choosing renewable energy, you help preserve our limited resources for future generations.

Interest in renewable energy is growing nationwide. However, the long-term success of this program still depends on the support of customers. Your participation will help increase the demand for renewable energy, so that we can build new renewable energy facilities and increase the amount of clean, green resources we use. Customers can sign up for the Renewable Energy Program on our web site or by calling our Customer Service Department at 967-5183 or 967-5184

Appliance Turn-in Program Returns

Most old refrigerators, freezers and air conditioners are less efficient than newer models. If they aren't kept full, they're even more expensive to run. In fact, an old second refrigerator can cost customers \$100 or more a year to operate - about twice as much as a new one. Aside from reducing energy costs, our Appliance Turn-in Program provides customers with a way to responsibly reduce landfill use through the recycling of useful refrigerator and freezer parts and recovery of dangerous PCBs and ozone-damaging CFCs.



Any residential customer of Menasha Utilities is eligible to participate in this program. A maximum of two appliances is allowed per customer, and scheduling an appliance pick-up is fast and easy. Please note appliances need to be in working order and plugged in at time of pick up. To start saving money on your energy bills, contact Appliance Recycling Centers of America, Inc. (ARCA) at their toll free number, (800) 922-3744 to schedule a pick up. You will need to provide ARCA with your Menasha Utilities' account number. There are no costs to you for utilizing this program!

Visit the City of Menasha web site at <http://www.cityofmenasha-wi.gov>

Police Blotter

By Lt. Larry Bonneville

Before we know it spring will be here! The Menasha Police Department would like you to be aware of some answers to our most commonly asked questions during springtime.

When can I park my car on the street overnight?

Odd-even parking is allowed April 1 through October 31, there is no need to call the police department if you follow the guidelines of Ordinance 10-1-29.

Does my bike have to be licensed?

Yes, Ordinance 10-2-7 requires that all bicycles be licensed. Licensing your bicycle helps police departments find the rightful owner of the bicycles that are recovered. Best of all the licenses do not expire and are free! Stop at the Police Department anytime to register your bicycle or print out the form from our website and email or mail it back to us.

Can I store a junk vehicle on my property?

Only in a building. Ordinance 10-4-8 regulates junk vehicles in the City of Menasha.

Can vehicles be parked on the lawn?

Vehicles parked in the front setback area must have all wheels on the driveway surface. Ordinance 13-1-51(b) (1) b says that: No motor vehicle, utility trailer, boat, snowmobile, motor home or trailers used to transfer any of the above shall be parked or stored in the front setback area, except upon a driveway providing access to a garage, carport or rear yard parking area. Any vehicle parked within the front yard shall have all wheels on the driveway surface. In no case shall a driveway be widened to extend in front of the dwelling unit within the front setback.

P O L I C E

Be Educated, Be Involved, Take a Stance in Your Neighborhood

In some cases, we have neighborhoods that do not feel they need a neighborhood watch. Sometimes, there are only a couple people who would like to get involved in such a cause but not enough to compile a watch group. The police department needs all neighborhoods to have citizens who will take an interest in their neighborhoods and their neighbors. Neighborhood watch groups have become difficult to maintain. Many people do not want to ask for a watch group simply because they do not want to be in charge of it. That is why we started an e-mail notification group of concerned citizens who want to know what is going on in their neighborhood and will call the police when they see suspicious activity occurring. If you fall into one of these categories and you would like to be on the neighborhood watch e-mail list, call our Crime Reduction Coordinator, Jeff Jorgenson at 967-5142. After explaining your intentions, a short background check will be performed to determine if you have any felony or fraud related convictions. Upon completion of the background check, you will be added to the group e-mailing list. This will entitle you to receive scam alerts, safety bulletins, press releases and a biweekly report of property crimes e-mailed right to your computer. You will not be expected to police your neighborhood. We are not asking anyone to get personally involved in investigating suspicious activity. Rather, call the police when you see suspicious activity occurring. By joining forces we can all make Menasha a safer place to live!!

For more Police Department information check out our website at www.cityofmenasha-wi.gov then select "Police" under the departments menu.

Animals in the Library?

Thanks to all of the money raised by the children of Menasha during our building program, the animals are coming to Menasha. During National Library Week April 11-16, we will unveil an unbelievable animal creation by Milwaukee artist Jef Raasch. Jef's work is hard to describe, but here goes... Think of a great crowd of wonderful animals. Then, think of all of them climbing on top of a bookcase! And ... well, it's just indescribable. We're certain that generations of Menasha kids will remember this work of art for the rest of their lives. Plan to visit the library anytime beginning April 11 to experience this (almost) living art with us. And please remember to say thank you to all of the kids who read books for sponsor contributions, who put their nickels in the famous library parking meter, and who participated in "penny wars."

The Library is One (Wireless) Hot Spot

Did you know the library offers wireless access? Just bring your wireless-ready laptop in, find a comfortable chair and SURF! If you have difficulties, ask for a wireless brochure at the Reference Desk. Sorry, we can't troubleshoot your laptop, but most folks are getting on-line with no difficulty.

Have you visited our web site?

It's rich. It's interactive. It's a doorway to the world. Go to our on-line catalog to see what we've got (or what the 26 libraries on our computer system have). Reserve a book if it looks good. Find lists of new books at the library. Try some of the wonderful on-line information resources that are available only through your library. Visit us at...

www.menashalibrary.org



Top Ten Reasons to Visit Your Library

1. Read a book to a child in one of our over-stuffed chairs in the Children's Room.
2. Fill your mind with ideas.
3. Read one of our many current magazines or a newspaper without subscribing.
4. Watch the 17 mobiles suspended from our ceiling lazily turn as the air moves.
5. Come to one of our many FREE programs.
6. Stare at the fireplace and let your mind roam.
7. Log on to a Menasha School District "Bluejay" computer.
8. Borrow a video or DVD with NO fee.
9. Read a book from our Classics Collection (one of those you always meant to read).
10. Find a quiet corner to work on a long-overdue project.

"The man who does not read good books has no advantage over the man who cannot read them." -- Mark Twain

2005 Public Works Construction Projects

By Mark Radtke, Public Works Director

The 2005 construction season is fast approaching. The following projects are scheduled for completion this year.

Street Reconstruction

Oak Street (Nicolet Blvd. to Ahnaip Street)

Street Rehabilitation – Pulverize/Resurface Asphalt Pavement

Kaukauna Street (Broad Street to Tayco Street)

High Street (Water Street to Kaukauna Street)

Fox Street (LLB to Lawson Street)

Butte des Morts Street (Fox Street to Fox River)

Garfield Avenue (Mathewson Street to Lawson Street)

Lawson Street (Abby Avenue to Fox River)

Madison Street (West End to Railroad Street)

Mathewson Street (Garfield Avenue to Fox River)

Various City Streets to be Resurfaced by Public Works Department Crews

Street Construction

Province Terrace (Manitowoc Road to North End)

Nature's Way (Oneida Street to East End)

Intersection/Traffic Signal Revisions

Airport Road/Appleton Road (STH 47) – Add Left Turn Signals

Sidewalk Construction

South Side of Twelfth Street (Racine Street to Calder Street)

West Side of Midway Place (Midway Road to 1st Driveway)

East Side of Midway Place (Midway Road to North End)

South Side of Midway Road (Appleton Road to Corporate Limits)

North Side of Midway Road (Appleton Road to West Affinity Driveway)

Sidewalk Reconstruction

Various City Locations

County Trunk Highway Resurfacing

Racine Street/Valley Road (CTH P) from Ninth Street to Appleton Road (STH 47) – Winnebago County Project

Please note, that unlike most Fox Valley communities, the City of Menasha does not assess property owners for reconstruction or rehabilitation projects. Questions regarding any of these projects should be directed to the Engineering Department at 967-5102. Affected residents will be notified of the proposed construction schedule.

Discount Pool Passes Available Until May 1

By Brian Tungate, Director of Parks and Recreation

Residents in the City of Menasha, Neenah and Appleton can purchase an individual or family pool pass at a 15% discount until May 1. Prices are the same as 2004. Passes can be purchased at City Hall at the Parks and Recreation Department office located on the second floor between the hours of 8:00 a.m.-4:00 p.m. Monday through Friday. Individuals who purchased passes last year are asked to bring in their old cards so they can be renewed. **If purchased by May 1, prices for season pool passes are as follows:**

Individual:	\$30.00	Family of 3:	\$68.00	Family of 5:	\$89.00
Family of 2:	\$51.00	Family of 4:	\$81.00	Family of 6:	\$98.00

As an alternative for those who don't visit the pool on a regular basis, limited use pool passes have been popular. A five-visit pass for a city youth is just \$8.00 and an adult is \$12.00. For more information on the

swimming pool and other parks and recreation programs, visit our website at www.cityofmenasha-wi.gov.

9 Steps to a Clean, Safe and Beautiful Menasha Waterfront

By Jessica Beckendorf, Associate Planner

The water resources of Lake Winnebago, the Fox River, and Little Lake Butte des Morts are among Menasha's greatest assets. Some of our largest and most popular parks are located on the water. Surface water from Lake Winnebago provides us with our drinking water. Many people live, fish, swim and boat on Menasha's waters, and soon there will be a trail crossing Little Lake Butte des Morts that will provide a further regional draw.

However, given Menasha's proximity to these waters, and because Menasha is a developed urban area, the assets we have in our waterways are threatened by the plague of urban runoff pollution. In the next few weeks, as the snow begins to melt and get washed away by spring rains, pollutants from our yards, parking lots, streets, vehicles, and construction sites will travel with the rain (and all subsequent rainfalls) through the ditches, gutters and storm sewers that eventually make their way to our nearby waterways.

Tougher legislation has been recently enacted to ensure that cities, developers, and commercial/industrial property owners do their part to reduce pollutants in urban runoff. The good news is that there are everyday things **you** can do to help keep pollutants out of urban runoff, thereby keeping our drinking, fishing, and recreational water clean and safe for our use and enjoyment. Below are simple, common sense pollution prevention steps that will help protect this vital resource. For more detailed information, please contact the Department of Community Development at 967-5103.

- 1. Recycle Oil.** If you put motor oil in a container with a tight lid and bring it to a recycling center, it can be reprocessed and used again. This is the only safe way of disposing of used motor oil. Motor oil should never be used for anything other than its original intent. All city residents can go to the City of Menasha Public Works Facility at 455 Baldwin to recycle used motor oil from your residence.
- 2. Use Commercial Car Washes.** When you wash your car on a paved driveway or parking area, the dirty water eventually ends up in our waterways. Furthermore, the soap you use can cause harm to fish and create weed and algae problems. If you prefer to wash your car at home, drive it onto your lawn so the water can soak into the ground, allowing the soil to act as a filter for the pollutants.
- 3. Keep Your Car Tuned Up, Repair Leaks.** Regular tune-ups can reduce the amount of pollutants that come out of your car's exhaust pipe, which pollute both the air and our water. As a bonus, keeping your car tuned up will save you money by using less gasoline! Also, repair leaks immediately, then clean up any spots on your driveway or garage floor by using an absorbent material such as cat litter, letting it soak, then sweeping it up and disposing it in a sealed trash bag.
- 4. Sweep Paved Areas.** Sweeping your driveway or any other paved area will help keep waste out of storm sewers.
- 5. Limit Fertilizer and Pesticide Use, Leave Grass Clippings on the Lawn.** Fertilizer, pesticides, leaves, and grass as pollutants contributes to algae blooms, weed problems, and may contribute to lower fish population. For more information on fertilizer and pesticide use, please use the contact information above, or contact your county's UW-Extension office. As a rule, sweep all fertilizers, soil, and vegetation off paved surfaces, and never dispose of excess pesticides by dumping them on the ground or in the ditch, gutter, or storm sewer.
- 6. Clean Up Pet Waste.** When pet waste pollutes our water, it can lead to lower fish population, higher instances of weed and algae growth, and because it carries diseases, the water can become unsafe for swimming or drinking.
- 7. Dispose of Toxic Wastes Properly.** A great opportunity to do this is during a Clean Sweep. One is coming up soon. See the *In the Works* section of this newsletter for more information.
- 8. Downspouts.** Downspouts should be directed to your lawn or garden and away from driveways and paved areas.
- 9. Landscaping.** Residents living on shoreland property can further prevent water pollution by creating what is referred to as a shoreland buffer zone which is an area of natural vegetation along the water's edge.

Information for this article was obtained from the following University of Wisconsin-Extension publications: "Polluted Urban Runoff: A source of concern", "Lawn and Garden Fertilizers", "Lawn and Garden Pesticides", "Car Care for Cleaner Water", "Pet Waste and Water Quality"

Harvard's Healthy Eating Pyramid

By Loretta Kjemhus, RHD

Ten years ago, the U.S. Department of Agriculture created the Food Guide Pyramid. Unfortunately, according to the Harvard School of Public Health, it is not a healthy way to eat. Health and medical professionals helped shape the original U.S. Government food guide pyramid but so did lobbyists from many food industries. Therefore, Harvard School of Public Health created the Healthy Eating Pyramid based on sound scientific evidence independent of pressure from the food business. Their goal is to give the best possible advice for a healthy and nutritious diet. **Note the changes especially in the “Eat Sparingly” category.**

Eat Sparingly

Red meat, butter, margarine, partially hydrogenated oils, fried foods, french fries, full fat cheese, sugar, chips, snacks, white flour products like bread/bagels/pasta, soda pop, sugary drinks, ice cream, chocolate milk, candy, pastry and most granola bars.

Dairy Products

Low fat/nonfat milk, yogurt, cheese and/or calcium supplements if you do not get enough calcium in your diet. Chocolate milk does have calcium but also a lot of sugar therefore, it still stays in the “Eat Sparingly” category.

Food for thought...many children drink chocolate milk for breakfast and/or for lunch at school every day. This may reinforce a habit that may be hard to break; limiting it may be a better choice. The results of an interesting survey of Menasha School children at two of the largest elementary schools indicate that 99% of children consuming chocolate milk at school do not get it regularly at home.

Fish/Poltry/Eggs—up to 2 times per day

All Vegetables—in abundance/unlimited at every meal/snacks

Nuts/Legumes (dried beans/beans)—1-3 times per day, very small handful=1 serving

All Fruits—2-3 times per day

Whole Grains—at most meals, oatmeal, brown rice, bran, rye, buckwheat, whole grain cereals, couscous

Plant Oils—at most meals, monosaturated, polysaturated, olive, canola, soy, corn, peanut, sunflower, safflower, vegetable

Daily Exercise and Weight Control—at least 30 minutes of aerobic exercise per day, alternate with weight/resistance training



to your years

Laughter
Independence
Friends
Energy

Find out how by visiting the **Menasha Senior Center** located at 116 Main Street, Menasha, WI 54952 or calling 967-5173.

Eight Week B.I.K.E Program to Start in June

By Sylvia Bull, Menasha Senior Center Supervisor

BIKE (Believing in Kid's Efforts) will run from June 6 through July 29, 2005. This program provides a reconditioned bicycle to youth ages 10-14 who attend a school in the Menasha School District and provide 15 hours of volunteer work to the community.

BIKE is sponsored by the Menasha Senior Center, the Menasha Parks & Recreation Department and the Menasha Police Department. It is intended to give kids, who might not otherwise be able to purchase a bike, an opportunity to get a bicycle. The program will also instill a sense of community responsibility and reward them for their efforts.

Kids should contact the Menasha Senior Center to begin participation. After 15 hours of service has been completed, they receive a certificate of participation, a bike lock and helmet from a Menasha Police Officer and then schedule an appointment to pick out a bike of their choice. These bikes are reconditioned and made road-ready by Neenah Bike & Fitness. Bikes are limited and given out on a first come, first serve basis as the required hours are completed. Contact the Menasha Senior Center at 967-5173 in May for details about this program.



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