



# The Horizon

A Publication of the City of Menasha, Wisconsin

Spring 2009

## The Mayor's Corner

By Donald Merkes, Mayor

Each new season presents us with new challenges and opportunities. This spring, we're facing a major challenge to overcome the financial stress which the underperforming steam utility has imposed on the city. In light of the issues at hand, we have engaged a team of professionals to develop a plan for the future. We expect they will have completed their evaluation and will advance a course of action for consideration by the Utilities Commission and Common Council in mid-April.

At the same time, we're working on several opportunities to build partnerships with our neighbors, with an eye toward delivering a higher level of service at lower cost to our residents. These efforts are currently focused on fire and rescue services, parks, streets, and storm water management.

The fire department is continuing its quest for greater efficiency and economy through regionalization of fire-rescue services. A merger with the Town of Menasha Fire Department to reduce response time in the Town was recently proposed; unfortunately the Town chose to continue its paid on call system at this time. We also continue to explore a contractual arrangement with the Town of Clayton. Discussions with Appleton continue to create a joint fire department building to serve the east portions of Menasha and south Appleton. There is great potential to provide enhanced services to all communities involved, with superior services at a reduced cost. The merger of the Neenah and Menasha departments has provided great service over the past six years, and we look forward to continued innovation.

The demands of a growing population coupled with shrinking resources have compelled us to become more creative in how we go about providing parks and recreational opportunities to our citizens. We're taking on this challenge in several ways. A promising initiative is the proposal to create a regional park to serve the growing population in Calumet County. Under this concept, Calumet County, the Town of Harrison, and the cities of Appleton and Menasha, would participate in the design and development of the park. We've already had success with regional trail initiatives such as the Trestle Trail, and more recently, a short trail segment jointly constructed by the City of Menasha and the Town of Harrison connecting Barker Farm Park with the residential areas to the south. Discussions are continuing with the Town of Harrison and Calumet County on the extension of the Friendship Trail and the regional connecting trail network. Elsewhere, the partnership that was forged with many community groups

led to an incredible Winter Gala at Smith Park this year with several hundred participants.

Our irregular boundary with the Town of Menasha necessitates increased cooperation between the two communities, though it's a subject that has been sorely neglected over the years. Efforts are now being made to forge mutually beneficial partnerships in a more formal manner. We're continuing to develop a joint storm water management pond on Tayco Road that will help both communities reach the state required water quality standards cost effectively. We also have begun the process of developing pedestrian facilities along Midway Road. This joint venture will save significant money for both communities in researching property boundaries, obtaining easements where required, and designing the actual facilities. The cooperative spirit expressed by the town has benefited us both, so it's a relationship I hope will continue long into the future.

Heckrodt Wetland Reserve has been a model for partnerships over its entire existence; and we're embarking on a new partnership this summer. Heckrodt will be assisting in planning for trail improvements and invasive species management on the portion of the Friendship Trail. Plans call for lighting and new native plantings in 2010, after remediation in 2009.

With the new year, we bid adieu to several who have worked for the city and wish them well at their new endeavors: Bob Huss (parks) and Jessica Beckendorf (community development). We are currently searching for a city attorney to replace our retiring attorney Jeff Brandt. We also welcome new employees Amy Kester (community development) and Nick Thorn (police). Not to forget our most recognizable new hire, Gomez - our new police dog donated by the community and members of the K9 Corps.

We continue to welcome many new businesses to our community. Be sure to look inside for a comprehensive listing. We anticipate an increasingly vibrant business community here in Menasha in the coming months.

As we move forward I hope to see you around the community, whether on the trestle or the river, downtown or new business areas. Menasha is a great place to get out and enjoy.

## Welcome New City of Menasha Businesses

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

**Faith Technologies**

225 Main Street

**Sliders**

890 County Road LP

**Feathered Friends**

192 Main Street

**Nest**

192 Main Street

**Lake Park Swim & Fitness**

730 County Road LP

**David Magruder, CPA**

192 Main Street

**BizNet**

9 Main Street

**Teresa's House of Treasurers**

7 Main Street

**Vertigo 1894**

167 Main Street

**Cravings**

403 Racine Street

**Art Affair**

196 Main Street

**Circle of Friends**

1180 Province Terrace

## Tooth Decay is Contagious

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By: Loretta Kjemhus RDH

Tooth decay is a bacterial infection and is highly contagious. It can easily be transmitted from parent to infant, child or to another adult. We have seen entire families that have cavities because one member of the family had a cavity and transferred the bacteria through saliva to other members of the family or to friends.

Never share eating utensils, cups, drinks, food or kiss your family members or friends on the mouth if you have active tooth decay occurring in your mouth. When feeding your infant, never share the same spoon or put a pacifier in your mouth to clean it if it has been dropped on the floor.

A study was conducted with mothers and infants to show this transfer of bacteria through saliva. The mouths of the mothers and babies were swabbed to identify the existing bacteria in the mouth. The same bacterial organisms that were found in the mother's mouth were found in their baby's mouth including those "bugs" that cause tooth decay. These babies didn't even have teeth yet but were

susceptible to decay because the bacteria were transferred from the mother.

Tooth decay is preventable but still remains the number one childhood infectious disease in America.

One more warning: "Teenagers—be careful who you kiss!"



### UNITED WAY DENTAL CLINIC

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. For more information, please call Loretta at the Menasha Health Department at 967-3520. **THIS PROGRAM IS NOT FOR CLIENTS WHO HAVE THE STATE MEDICAID INSURANCE.**

### Airing of Common Council Meetings

City of Menasha Administration Committee, Board of Public Works and  
Common Council meetings are aired on Channel 2-Cable Access  
on Thursdays starting at 8:30 p.m.



**Winnebago County Nutrition Program**  
 181 E. North Water Street – Suite 210  
 Neenah, Wisconsin 54956  
 Phone: (920) 725-6323

Dear Senior Center Participant,

ADVOCAP's Winnebago County Nutrition Program has a special invitation for you. If you are 60 years of age or older, or married to a person who is at least 60, we invite you to dine with us at our Menasha Senior Center Meal Site at 116 Main Street in Menasha. **Your first meal is "free" and transportation to the site is available at no charge.**

Daily noontime meals are available to you just a short distance from your home. Wholesome and tasty meals are served Monday through Friday at 11:30 AM at the Menasha Senior Center. You can dine with us as often as you wish, just occasionally or as frequently as five days a week. All you need to do is make a reservation to dine at the Menasha Senior Center Meal Site by calling the meal site at 967-5262 or the Nutrition Program office at 725-6323 by noon the day before you wish to dine with us. For a Monday reservation, please call by noon on Friday. If you need transportation to the Menasha Senior Center Meal Site on any day, just call Lamers Bus Service at 832-8890 by 10:00 AM the day before and tell them you need a ride to the Menasha Senior Center for lunch. The bus ride is available free of charge.

If you become homebound and are unable to dine with us at the Menasha Senior Center Meal Site, meals can also be delivered to you at your home. Call 725-6323 and ask about our home delivered meal service.

The Nutrition Program meals are extremely affordable. The program accepts voluntary contributions for its meals. Although a specific suggested donation is posted at the Menasha Senior Center Meal Site, any and all donations are graciously accepted. All donations are kept confidential. Since the Nutrition Program does not have funds to cover the entire cost of the meals, donations are essential to allow us to continue offering this meal service to you and seniors in the Neenah/Menasha area.

We would like you to be our guest (no "charge") the first time you dine with us at the Menasha Senior Center Meal Site. Please use our **"BE OUR GUEST"** coupon below and join us for lunch. We know that you will enjoy the food and the good company of others at the Menasha Senior Center Meal Site.

Sincerely,

**Terri**

Theresa (Terri) Stern  
 Nutrition Program Director

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**BE OUR GUEST**  
*at the Menasha Senior Center Meal Site*  
**Winnebago County Nutrition Program**

We invite you as our guest (no "charge") the first time you dine with us. Make your meal reservation by calling the meal site at 967-5262 or the Nutrition Program office at 725-6323. Please complete the information requested below. **PLEASE hand in this coupon when dining with us the first time.**

**Name:** \_\_\_\_\_ **Birthdate:** \_\_\_ / \_\_\_ / \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **Phone Number:** \_\_\_\_\_

## Menasha Police Reminders

As we approach the rummage sale season please keep the following in mind as you try to advertise your sale with yard signs. You can not place any Rummage sale sign on a telephone pole within the City of Menasha or within the right of way of any City street. The right of way is the area from and including the sidewalk to the road. If the area doesn't have a sidewalk you must make a guess as to where the sidewalk would be placed if it were constructed. The only acceptable place for this signage is on private property after permission has been obtained from the land owner. These signs may be placed no more than seven days before the sale occurs and must be retrieved within three days after the sale is complete. This sign ordinance is strictly enforced. The police department does receive complaints from citizens who bring these issues to our attention. This ordinance applies to both fixed signs and signs which are held by persons on the sidewalk. At our discretion, we have elected to not investigate these sign posting violations but rather just remove and destroy the violation. In the future, if we begin an investigation potential violators would be subject to a summons to court with a \$109 bond for rummage sales and \$172 for commercial signs. Please make arrangements to have your signs posted properly to better direct buyers to your sale. Thank you in advance for your cooperation in this matter.

City of Menasha ordinance 13-1-62

(o) **Rummage Sale and Seasonal Home Occupation Signs.** Signs announcing rummage sales or seasonal home occupations in accordance with Section 13-1-86 are permitted in compliance with the following:

- (1) One (1) sign is allowed per street frontage.
- (2) Signs may be located off-premises but must be on private property; such signs in the public right-of-way are prohibited.
- (3) Signs may not exceed six (6) square feet per sign face, twelve (12) square feet per sign.
- (4) Such signs may be erected no more than seven (7) days before and shall be removed within three (3) days after the announced sale.



Correct posting of a Rummage Sale Sign.  
Remember to obtain permission from land owner before posting.



Signs in violation above will be seized and destroyed.

### COMING SOON 967-3502

The police department is initiating a new telephone line with pre-recorded information to handle the community requests for details on the times and routes for local parades, the schedule for the fireworks in Jefferson Park, Trick or Treat hours, or other current events happening in Menasha. Call 967-3502 to access this information directly or if you call the non-emergency phone number the clerk will transfer you to the pre-recorded information for the current event.

## Stormwater Utility Created

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By Greg Keil, Community Development Director

Late last year the city formed a stormwater utility to create an equitable means of funding costs associated with state and federally mandated stormwater management requirements. The utility will be charging fees based on the amount of water running off of properties. This amount is calculated based upon the amount of impervious area (driveways, rooftops, parking lots, etc.) present on a land parcel. For single family residential properties the average amount of impervious area is established at 2,980 square feet. The corresponding stormwater utility charge is \$65.00 per year. This amount will be converted to a monthly charge and will be added to your monthly utility bill commencing in spring of 2009. Learn more about stormwater runoff in the article below.

## Cleaning Up Stormwater Runoff

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What is stormwater runoff? It is the rain and melting snow that flows off streets, rooftops, lawns, and farmland. The following water carries salt, sand, soil, pesticides, fertilizers, leaves and grass clippings, oil, litter, and many other pollutants into nearby waterways. Since these pollutants are washed off a wide area and cannot be traced to a single source, they are called nonpoint source or runoff pollutants.

### Storm Sewers – Rivers Beneath Our Feet

In developed areas, much of the land surface is covered by buildings and pavement which do not allow water to soak into the ground. Instead, storm sewers are used to carry the large amounts of runoff from these roofs and paved areas to nearby waterways.

Storm sewers are simply pipes laid underground, often below streets. Inlets or drains located along curbs and in parking areas collect the runoff, which then flows untreated into nearby streams or lakes.

### Stormwater is Not Clean Water

Stormwater runoff carries pollutants that seriously harm our waters:

**Sediment.** Soil particles washed off construction sites or farm fields into a lake or stream make the water cloudy or turbid. When sediment settles out of the water, it gradually fills in the stream or lake bed.

**Phosphorus.** This nutrient, often attached to soil particles, fuels the growth of algae and aquatic weeds.

**Micro-organisms.** Bacteria, viruses and other disease causing organisms make waterways unsafe for swimming, wading and other types of recreation.

**Toxic chemicals.** Motor oil, lead from gas and auto exhaust, zinc from roof drains and tires, and pesticides in stormwater runoff may kill aquatic organisms or impair their health, growth or ability to reproduce.

Federally mandated stormwater permits require many industries and cities to control stormwater runoff. Federal laws also require all farmers who participate in federal programs to develop farm conservation plans that help control cropland erosion, barnyard runoff and other sources of water pollution.

### We Can All Help!

Each of us contributes to stormwater pollution and each of us can help stop it. Here are some ways you can help:

- keep pesticides, oil, leaves and other pollutants off streets and out of storm drains
- divert roof water to lawns or gardens where it can safely soak in
- clean up pet waste – bury it or flush it down the toilet
- keep cars tuned up and repair leaks – or better yet, walk, bike or take the bus

The amount of pollution that you stop may seem small, but together it all adds up to cleaner water for everyone to enjoy. For more information, contact the Department of Natural Resources of your county Extension or Land Conservation office.

*This article was excerpted from UW Extension publication GWQ016 entitled "[Cleaning Up Stormwater Runoff](#)".*

## Home Fire Extinguishers

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Do you have a fire extinguisher in your home? If so, how old is it? Does it still work? If not, have you ever wondered what you need to have? It is important for every home to have a minimum of two fire extinguishers. One should be located near the kitchen or a wood-burning stove. A second extinguisher should be placed in your garage. It is important to remember that it should not be placed too close to a potential fire source as you may not be able to reach it if a fire occurs. The basic fire extinguisher to purchase is a 5lb, multi-purpose dry chemical ABC extinguisher. These can be purchased from your

local hardware store at a cost between \$20-\$30 each. It is a good idea to replace your extinguishers every five to eight years. So make sure you write the date you purchased your extinguisher with marker on the extinguisher. If you are replacing an old fire extinguisher it is acceptable to throw the old extinguisher away in the garbage. These old extinguishers could also be placed in the trunk of your car in case you have a small engine fire or if you have a cottage take it with you to your cottage. It may or may not work as well due to the age but you would have something to try and extinguish the fire.

Now that you have purchased your extinguisher and have it placed, do you know how to use it? Remember this simple acronym:

- P** – Pull pin
- A** – Aim nozzle
- S** – Squeeze trigger
- S** – Sweep nozzle back and forth

Begin your fire attack a safe distance (10 ft.) away and work towards the fire source. Aim the nozzle at the base of the fire. Once the fire is extinguished you still need to call 911 to have our department dispatched. We will respond non-emergency to check for possible extension into walls or cupboards. If you are unable to put the fire out with one extinguisher, don't run to find the second extinguisher. Get everyone out of the home and call 911. If you have any questions, please call Neenah-Menasha Fire Rescue at 886-6200.

## Menasha's Farm Fresh Market in Full Bloom this Season

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Although this winter has been extra long and cold, spring is right around the corner and that means the Farm Fresh Market is on the horizon. Our first season was short, but well received. We had six very dedicated vendors selling fresh produce, hand made woodcrafts, flowers and kettle korn. This season we're hoping to add more vendors, thereby increasing the variety of hand made and homegrown products available to you.

The market starts on Thursday, June 11 and runs through Thursday, October 29 from 2:30 to 6:30 PM. The location will remain the same, on the Main Street terrace in front of the Marina. Convenient on-street parking allows for easy shopping access.

As we look forward to warmer weather, keep the Farm Fresh Market in mind for all your fresh produce and craft needs!

If you are interested in becoming a vendor, please refer to our vendor application and information on our website at: [http://www.cityofmenashawi.gov/content/departments/city\\_clerk/\(1\)applications\\_&\\_permits.php](http://www.cityofmenashawi.gov/content/departments/city_clerk/(1)applications_&_permits.php), or call 967-3600. **Support your local growers, support your local craftsmen...**

## Menasha's Farm Fresh Market

**Downtown Menasha**



**Thursday's, 2:30-6:30 PM**

**June 11, 2009 ~ October 29, 2009**

## Are You Interested in Making Menasha a Greener Place?

The Menasha Sustainability Board is looking for individuals and organizations to help advance initiatives that will promote the long term sustainability of our community by:

- Reducing energy use and the consumption of non-renewable resources
- Reducing dependence on chemicals and other manufactured substances
- Minimizing activities that harm natural communities
- Meeting the social and economic needs of present and future residents

If you have special skills or knowledge related to the topics listed below, or simply have a desire to make a positive impact on our community, we invite you to become part of a resource group that the Sustainability Board could call upon for advice, assistance and support. Areas of interest currently defined by the Board are listed below.

If you would like to become involved in one or more of these areas, please check (✓) the box(es) describing your areas of interest, complete your contact information at the bottom of the form and return to:

Mayor's Office  
Attn: K. Sewall  
140 Main Street  
Menasha, WI 54952  
Fax: 967-5273

E-mail: [ksewall@ci.menasha.wi.us](mailto:ksewall@ci.menasha.wi.us)

You can also complete the form online at [www.cityofmenasha-wi.gov](http://www.cityofmenasha-wi.gov) and submit your results electronically.

### Energy Conservation

- Annual Menasha Utilities Energy Fair
- Menasha Home Energy Audit/Conservation Team
- City Building Energy Usage Reduction
- Business and Home Owner Energy Reduction

### Purchasing Recycling/Reuse/Waste Reduction

- Home/Business Composting and Recycling
- Product Exchange/Clearinghouse for Reusable Items
- "Buy Local, Buy Wisconsin Initiatives"

### Native Planting, Water Quality and Green Infrastructure

- Rain Garden and Rain Barrel Programs
- Native Planting Guidelines and Restoration Projects
- Planting for Wildlife Habitat and Diversity
- City Storm Water Management Alternatives
- Tree Planting for Shade and Wind Protection
- Green Roofs
- Use of Parks, Waterways, Nature Centers and Organizations to Showcase Sustainability

### Transportation and Accessibility

- Biking and Walking Routes, Accessibility to Destinations
- Safe Route to Schools Evaluation
- Community Car and Bus Transportation
- Complete Streets Program

### Housing and Development

- Sustainable Housing Development Planning and Code Development

### Sustainability Planning and Leadership

- Promoting Sustainability Education and Awareness, Networking and Information Outreach Through Schools, Libraries and Other Venues
- Baseline Sustainability Assessment of Menasha
- Participation on/with Menasha Sustainability Board

### Community Food and Health

- Home, Community and Organic Gardening
- Menasha Thursday Farmers Market
- Local Food Growing/Marketing, CSA's, Co-Op's
- Local Food Accessibility/Distribution
- Reduction of Chemical Use and Environmentally Harmful Substances

### Economic Development

- Sustainable Business Development
- Community Branding/Marketing
- Sustainability Evaluation of Menasha's Business and Shopping Network

### Community Culture and Heritage Preservation

- Community History, Heritage and Preservation
- Music and the Arts to Celebrate Community Sustainability
- Inclusiveness of Community Cultures for a Sustainable Future

Other: \_\_\_\_\_  
\_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

## News from the Menasha Library Children's Department

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### Let's Grow Garden Stories

Menasha Public Library presents **Let's Grow Garden Stories** on **Monday, May 4, 11, and 18** from **10:00-10:30 a.m.** in the Children's Department. Children will hear some gardening stories and then have the chance to plant some flowers for the library. Sign-up for this free program begins on **Monday, April 27**. Attendance is required at all three sessions. Call the Children's Department to register. For additional information, contact the Children's Department at 967-3670 or visit the library's webpage at [www.menashalibrary.org](http://www.menashalibrary.org).

### Preschool Players Theater Group

Menasha Public Library presents **Preschool Players Theater Group** on **Tuesday, May 5, 12, and 19** from **6:30-7:00 p.m.** The play's the thing in this special three-week theater experience for **kids ages 4-5** who are ready to be on their own and in a play. We will practice the first two weeks and present a gala performance (with cast party at the end!) on the third Tuesday for parents and other family members. **Sign-up for this free program begins on Monday, April 27. Attendance is required at all three sessions.** Call the Children's Department at 967-3670 to register for this program. For additional information, contact the Children's Department at 967-3670 or visit the library's webpage at [www.menashalibrary.org](http://www.menashalibrary.org).

### Be Creative @ Your Library: Summer Library Program

Hey, kids ages third through fifth grade! Starting Monday, June 8, come in and sign up for your free, fun summer library program at Menasha Public Library! For more information, call the Menasha Public Library Children's Department, at 967-3670 or visit us on the web at [www.menashalibrary.org](http://www.menashalibrary.org).



**City of Menasha**  
140 Main Street  
Menasha, WI 54952

PRSRT STD  
Carrier Route Sort  
US Postage Paid  
Menasha, WI 54952  
Permit No. 39

**CAR-RT-SORT**  
Postal Customer  
Menasha, WI 54952

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