

## **The President's Corner**

Another Wisconsin summer has rapidly slipped past. Village Days, Green Markets and gazebo shows have been put away for another year. The flowers and trees now show signs of brown and wilt, the days grow shorter, and the fresh smell of fall is in the air.

Throughout this summer season, our federally-built, planned –garden community celebrated its historic 70<sup>th</sup> birthday. It has been a special and continuous reminder of our great history and unique contrasts.

This summer was also a busy time for your village government.

**The Storm:** The summer began with a storm which civil engineers from around the state classified as a 500-year rain event. Greendale and the entire region took on enough water in four hours to float Noah and an entire flotilla of arks. Village Manager Michaels and our department heads deployed the village's emergency management systems and had our village crews working from storm beginning until storm clean-up was complete. Our crews worked very hard to restore the village back to normalcy and I heard from many of you that you were very impressed with their efforts. I was as well. For the first time that anyone seems to remember, the village was officially declared a disaster area which provided our residents with an ability to gain federal assistance through FEMA.

During this storm, all municipal storm sewers along with Milwaukee County's sewer interceptor systems ran in full or overflow capacity. Yet, most of these systems performed their function as designed. It should also be noted that municipal systems are never engineered (or built) to accommodate rain events of this magnitude.

Within two-weeks after this storm, Greendale had worked very hard to put all the pieces back together by sprucing-up yards, businesses and village property in preparation for the arrival of the America In Bloom judges. Truly, I have never seen the village look so bright and well-groomed. It was a real testament to what this community is capable of when challenged. From all that I gathered, the judges left Greendale very impressed. Many thanks go out to the many people who gave their time and effort to both beautify and tidy Greendale. We will learn how the village fared within this national competition on October 4<sup>th</sup> as the America in Bloom organization convenes their national symposium and announce the winners from each population category.

**Repairs and Restoration:** Early this summer, we saw the completion of some exterior upgrades to village hall. The cupola was restored to original historic state and all doors and windows were replaced to greatly improve energy consumption. Because our Village Hall is located within the historic district, all repairs and replacements must meet rigid historic preservation standards. This required that each window had to be individually made. I think you'll agree that the building is now standing tall and looking good. We also upgraded the exterior lighting so that its charm and character shines through the night. Next up - some interior restoration.

Through the summer residents also saw many road repaving, curb and sidewalk restoration, and water main replacements projects around the village. We also finished the planning and public input phases for the Grange Avenue reconstruction project. Work on this project begins next spring.

**Public Celebration:** This summer's Fourth of July and Village Days celebrations were tremendous events. There is no community around that can match the hometown feeling and quality of our celebrations. It's truly unique to Greendale. I believe this year's Fourth of July Parade had one of the largest attendances that we have seen in many years. As usual, all of our great community organizations which hosted these events did a fantastic job and the community at large thanks you all for your time and efforts. Thanks go to: Lions Club, American Legion, VFW, Kiwanis International, Library Foundation, Historical Society, and Greendale Entertainment Association Inc.

**Strategic Planning:** In August, our Community Development Authority met in partnership with our Village Planning Commission in order to select firm/s which will assist us in two separate strategic planning efforts. The first plan known as "Smart-Growth" is required by state statute to be completed by January 2010. This plan provides a broad future master planning initiative for all Greendale proper. The second planning effort will focus solely on the future of Southridge and its surrounding retail district. Both plans are proactive initiatives that are vital to long-term sustainability of Greendale's quality of life and our future economic vitality. I am very pleased that the Plan Commission, CDA, and Village Board have acted aggressively and joined with me in these important future strategic planning efforts. This is certainly the most important work that we can be doing for the future of Greendale.

**Process Improvement:** Our Process Improvement Initiatives continue forward: Two process improvement sessions are presently underway: one looking at how to more effectively perform snow and ice control and the second looking at ways technology can be used to increase the efficiency in the Police Department.

In June, another process improvement initiative focused on fuel prices: In light of rising fuel costs, the Village of Greendale has reevaluated the way it carries out its daily functions and is taking proactive measures to reduce fuel consumption in Village departments. Members of a process improvement team met to evaluate simple adjustments to operations in response to escalating gas prices. Residents will begin seeing more Village staff performing their duties with their vehicle's engines turned off whenever possible. They will also notice larger Department of Public Works crews, working from a single vehicle, in an effort to save fuel. All Village departments will be encouraged to conserve fuel through an aggressive awareness campaign.

Fuel costs for the Village were \$134,437 in 2007 and are expected to leap to \$240,000 in 2008. Since May of last year the price of gasoline has increased 62¢; but more alarming, the price of diesel fuel has increased \$1.57 over the same period. The cost of diesel fuel is having an effect on the Department of Public Works budget the most.

**Community Promotion and Communications:** The village worked with local advertising executive and village resident Bill Eisner Jr. to produce a Greendale promotional video which then aired over 3000 times on regional cable. If you missed the video, you may still see it on the village website at [www.greendale.org](http://www.greendale.org). Expect to see another seasonal version coming soon to cable and the web.

In conjunction with this video promotion, expect to see our newly updated website to come online soon with fresh new look and content. We are also moving forward with new video production capabilities that will allow us to put our government access cable channel back to effective use and to also add steaming video segments to the villages' website. Our eventual goal is to make our website versatile, informative, interactive and useful to our residents.

**The 2009 Budget Work Sessions:** October will find the Village Board and Village Manager busy with 2009 budget discussions. A number of issues will have significant budget impacts - including the State Budget's property tax levy limits of 2.0%, significant loses in interest income due to decreases in interest rates, health insurance increases, inflationary increases in fuel and utilities, contractual wage increases, etc. 2009 is certain to be a very budget year. Our focus will center upon abilities of maintaining basic/current service levels.

We always encourage the public to attend these open meetings. Here is a schedule of budget work sessions for your calendar: Monday – October 13, Thursday- October 16, Monday – October 20, and if necessary, Monday – October 27. All begin at 6:30pm. Also a Public Hearing on the proposed Budget will occur on Wednesday – November 26, at 7:00pm at Village Hall. Again, all are welcome and encouraged to attend.

**Presidential Election:** Finally, the November presidential election is just around the corner. Greendale election turnout is always among the highest in the region. I expect this election will produce a similar or better turnout considering the importance of this election. See you all at the polls!

Community regards,  
John R. Hermes