

UPDATES FROM THE VILLAGE



John L. Swisher
Village President

Major investments made in new vehicles and equipment



Kyle Ellefson
Village Administrator

Over the past two years, the Village has invested significant resources to improve our fleet of vehicles and equipment. Between Public Works and the Fire Department, there have been several improvements with more than \$1.4 million invested!

In the Public Works Department, we purchased a loader that can be used year-round to replace the 24-year-old loader that had reached the end of its useful life. We also replaced one of our 20-year-old dump truck/snowplows with a new 2024 International Plow Truck to ensure our snow removal equipment is there for the community when we need it most. Both replaced pieces of equipment were at least 20 years old, and while well maintained, normal equipment failures had started to occur, making them less dependable and increasingly expensive to maintain.

Our Fire Department also had two major investments this year, although they came unexpectedly. Just a few years ago, the department learned of issues with the frame rails on our two fire engines, which eventually required the Village to send each vehicle into the manufacturer for specific maintenance on the frames. Late in 2023, several follow-up inspections completed locally, with specialists from the manufacturer, and with independent mechanics revealed the same problem was still occurring, and a more extensive solution was needed to keep the engines in service for the long-term. At the time, Chief Peterson and Administrator Ellefson evaluated the options and recommended a blended approach. Chief Peterson had located a new engine coming off the manufacturing line in 2024 that would fit our needs, while the manufacturer agreed to work with the Village on a reasonable price to reframe the remaining engine and complete other necessary maintenance work. That solution would leave us with our first brand new engine in 17 years, and one reframed engine with an anticipated service life of 15 years or more. In the end, we also purchased extrication equipment for the new engine and rebuilt the engine on the reframed engine, reinforcing the effectiveness of the new engine as well as the expected lifespan of the reframed engine.

In addition to each of the investments, the sale of the corresponding vehicles or equipment yielded money that was deposited back into the fund used to make the equipment purchase. By adhering to this practice, we retain as much money as possible to defray future capital purchases and smooth costs over time. Aside from the importance of maintaining a dependable fleet of vehicles and equipment, it is critical to recognize the importance of the fiscal restraint and financial planning that is taking hold after many years of patience and strategic decisions. With these purchases, there is no need to raise the tax levy above the natural level of growth within the Village. The debt service plan has incorporated these expenditures into the planned borrowings, and even the unplanned Fire Department expenditures were able to be absorbed because there is enough resiliency within our fiscal management strategy. Obviously, the Fire Department's recent expenditures will tighten their available debt service for the next few years, but there will be significant capacity returning within the next three years.



MORE VILLAGE UPDATES

When will we get a grocery store?

It is no secret that Johnson Creek does not have a grocery store, and it shouldn't be a secret that we have been pursuing that goal for nearly 20 years! This is one of our most frequently asked questions, and it is something we know would benefit the community greatly. We thought this would be a good time to review what efforts have been made over the years.

As far back as 2008, the Village was engaged in a grocery store search, and a grocery store market study was completed. The market study outlined potential sites, projected demographics, ran market simulations, and suggested store sizes appropriate for the Village. In 2011, another market study was completed to update the data and make fresh recommendations.

Near the time of the second market study, a Grocery Store Committee was established with residents, staff, and elected officials as members. The committee focused on understanding the market needs of a grocery store, as well as the initial and ongoing financial terms that may be required to make a grocery store viable. The Grocery Store Committee engaged with the Market Development Manager and Store Services Representative from a major grocery operator to have direct, in-person conversations about bringing a grocery store to Johnson Creek. After multiple conversations and negotiations, the committee and Village Board agreed on a financial analysis, terms sheet with multiple options, and a plan to move forward.

At that time in early 2011, the Village negotiated the option to purchase six acres of land just south of Menards. With the land also being within a Tax Increment District, the Village promoted the fact that incentives would be available for a grocery store development. The committee held discussions with the Market Development Manager from the grocery store chain, who in turn shared this opportunity of land and incentives with existing owners and developers across the state. The Village also worked with local food businesses to gauge their interest in being part of a grocery store development.

Ultimately, even with land secured in the Menards development, market studies to support the need for a store, incentives available, and a grocery store chain working directly with the Village, we were not successful in putting a deal together. In early 2012, with no grocery store deals on the table, the Village terminated the option to purchase the land. The Village continued to make phone calls and send emails to grocery development teams at national and regional grocery chains to tell our story. The Village also reached out with large mailing campaigns, sending letters and following up with dozens of grocers in 2015, 2018, and again in 2021. The most recent mailing went to 28 grocery companies.

In our 2017 Comprehensive Planning process, the Village Board and Planning Commission specifically identified the desire to "continue to address the need for a grocery store" as one of our priority goals. So, while outreach efforts have been occurring, we have also been continuing efforts behind the scenes to gather data and improve our knowledge of the grocery market. As we target specific grocers to contact, we are considering cannibalization rates for stores with a local presence, true retail trade areas defining our market, and adequately defining the unmet grocery market within the retail trade area. While the number of rooftops in a community is still a number stores look at, these other items have become far more relevant as data collection has become more sophisticated.

We believe we have a market that will support a grocery store, and the data we see validates that belief. In addition to keeping our name in front of grocers broadly, we are also pursuing a strategy that will put our information directly in front of Wisconsin grocers as well as contacting the grocers that coincide with our market profile. None of these efforts are guaranteed, but we believe we have an exceptional story to tell. We just need to make the right connection!

MARK YOUR CALENDAR

Red Cross Blood Drive

September 10 from 9 a.m. to 2 p.m.
Johnson Creek Public Library
Schedule at www.redcross.org.

Community Rummage Sale

September 27 and 28, 2024
Sign up by emailing caroljo@tds.net.

TOURISM TOPICS

Greetings from the Tourism Department! We look forward to sharing more updates in the months ahead.

To keep informed on area events, visit our webpage — visitjohnsoncreek.org — or follow our "Visit Johnson Creek Wisconsin" page on Facebook.

NEW BUSINESS ALERT

Help welcome these businesses to the village!

Flex Appeal Personal Training

115 N. Watertown Street

KLAR Skin and Medical Spa

480 Village Walk Lane

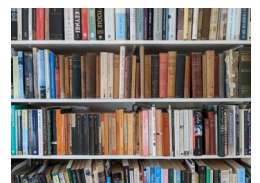
Natural Carnivore Pet Food and Supplies

540 Village Walk Lane Suite A

Friends of the Johnson Creek Public Library Used Book Sale

Friday, September 27, and
Saturday, September 28
8 a.m. to 2 p.m.

Held at the
Johnson Creek
Community
Center
417 Union Street



REMARKS FROM THE FIRE CHIEF

July was a very busy month! Engine 8561 is now responding as our front-line apparatus. All equipment was mounted and installed successfully, and all mechanical and electrical work as also completed. The engine was placed into service at noon on July 27 following a push-in ceremony with an overwhelming attendance and show of support from the community. It was a very special day for our department and community. We also returned Engine 8562 to service, which means our fleet is back to its full capacity. As we look to the coming months, our focus will be on training, inspections, and staffing. Our training focused mainly on the operation of the new engine, along with EMS radio procedures and communication.

As for staffing, we have had numerous inquiries and are actively reaching out and contacting these prospective new employees. Chief Patterson has also conducted two interviews this month and is moving forward with the hiring process. In addition, Chief Patterson is working directly with the fire inspectors on completing all inspections. This is going well and will be completed by the end of the year.

THE CLERK'S CORNER

REGISTER TO VOTE BEFORE NOVEMBER!

If you plan to vote November 5 and are not yet registered to vote in Johnson Creek, please register in advance. If your address is current with the Wisconsin DMV, it is easy to register on myvote.wi.gov. The last day to register online is October 16. After that, you can register in the clerk's office until November 1. If you wait until Election Day to register, you will likely face longer wait times to vote.

Not sure if your registration is current? Check your registration status at myvote.wi.gov. For questions about voting in Johnson Creek, please contact Village Clerk Elissa Friedl at elissaf@vi.johnsoncreek.wi.gov or 920-699-2296.

FALL TREE PLANTING

The Village offers a fall tree planting program annually. Residents may place a tree order with payment by October 1. Those ordering must place a stake in their yard where the tree is to be planted and the Village's contractor will plant the tree in late fall. NOTE: A Bobcat may be used to plant and the Village is not responsible for ruts or yard damage. Order forms with pricing are now available on the Village website or by hard copy at Village Hall.

COMPOST AND BRUSH PICKUP

Remaining dates (weather permitting) for brush collection are September 9 and October 14. Compost collection will be September 3 and 16 and October 7 and 21. Brush must be placed at the backside of the curb with ends facing the flow of traffic. No branches over 8 inches in diameter or stumps will be collected. Please place yard waste in biodegradable bags or open containers weighing no more than 35 pounds.

POLICE DEPARTMENT NEWS

We would like to welcome Peter Chin as a police officer with the Johnson Creek Police Department! Peter grew up in Milwaukee where his father was a lieutenant for the police department. Watching him go to work every day, Peter said he has always been drawn to work in public safety.



He attended the University of Wisconsin-Platteville where he majored in criminal justice. Peter then worked for the Lafayette County Sheriff's Department. He has also served as an Emergency Medical Technician (EMT) in Milwaukee and in more rural areas.

Peter has been working in Johnson Creek since October 2023, first as a firefighter and EMT. When an opportunity came up to join the Police Department, Peter was interested. He attended the Law Enforcement Academy at Waukesha County Technical College from January until May of this year. After a 12-week field training period, he is now on solo patrol.

"I look forward to interacting with people in the Village," said Peter. He is eager to develop relationships with community members while maintaining the safety and security of the community. If you see Peter out on the job, stop and say hello!

KEEP EVERYONE SAFE IN SCHOOL ZONES

A new school year is upon us, and that means the Johnson Creek Police Department wants drivers to stay focused in and around school zones and be aware of school bus safety. The most common causes of automobile crashes in school zones are failure to control speed, distracted driving, and failure to yield the right of way—and these are all preventable. Police Chief Gary Bleeker urges drivers to slow down, pay attention, and follow traffic laws in school zones. Parents and children walking and biking to school should stay alert and only cross streets at intersections and crosswalks.

PRIMARY ELECTION DAY



Voter turnout at the August 13 Partisan Primary was 575 voters, or 32% of registered voters. We are lucky to have fantastic poll workers and election inspectors. These community members take training in advance of the elections and put in long hours for little pay on Election Day to provide a fair and open election process. Please thank them for what they do!



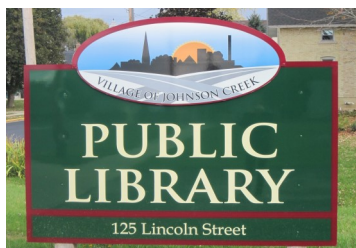
Village of Johnson Creek

www.johnsoncreek-wi.us



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LIBRARY HAPPENINGS



The Johnson Creek Public Library has some great events coming up! Visit the website for more information: johnsoncreeklibrary.org.

LIBRARY HOURS

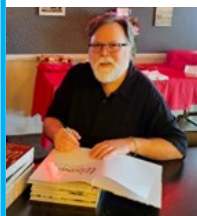
Monday to Wednesday:
10 a.m. — 5 p.m.

Thursday: 10 a.m. — 7:00 p.m.

Friday: 10 a.m. — 5:00 p.m.

Saturday: 9 a.m. — 12 p.m.

Sunday: CLOSED



The Wisconsin Supper Clubs Story by Ron Faiola — September 12 @ 5:30p.m.

Smokey Bear's 80th Birthday!

All youth in the Johnson Creek School District are invited to participate in Smokey's Reading Challenge through September 19. Register at johnsoncreeklibrary.beanstack.com or pick up a reading log at the library. Completing the challenge will earn each youth a chance to win a ride to school from the JC Fire Department!

Family fun at the library:

Second Saturday of the month at 10 a.m.
September 14– Minecraft Unplugged
October 12– Fire Prevention

Legos: Third Monday of the month from 3:30 p.m. to 4:30 p.m.
September 16– ship building

Storytime: Every Thursday morning at 10:00 a.m.

Spin a Yarn: September 26 and October 17 from 5:30 p.m. to 6:30 p.m.

Open Craft Night for Adults: September 19 and October 24 from 5:00 to 6:30 p.m.

Homeschool Craft Buffet:
September 30 and October 28 from 1:30 p.m. to 2:30 p.m.

Johnson Creek Village Hall

Monday—Friday: 8 a.m.—4 p.m.
920-699-2296

125 Depot Street

www.johnsoncreek-wi.us

Plan Commission: Sept. 9 @ 5 p.m.
Committee of the Whole: Sept. 9 @ 5:30 p.m.

Board Meeting: Sept. 23 @ 5:30 p.m.

Johnson Creek Public Library

920-699-3741

125 Lincoln Street

www.johnsoncreeklibrary.org

Friends of the Library: Sept. 10 @ 12:30pm

Library Board Meeting: Sept. 17 @ 4:00pm

CLOSED: Sat. Aug. 31—Mon. Sept. 2 for the Labor Day Weekend

JC FOOD PANTRY

129 N Watertown St.

920-699-2471

stjohnsjc@gmail.com

Open Monday and Thursday from 10 a.m. to 12 p.m. and every fourth Thursday from 4 p.m. to 5 p.m.