

THE CITY OF PLATTEVILLE, WISCONSIN COMMON COUNCIL AGENDA

PUBLIC NOTICE is hereby given that a special meeting of the Common Council of the City of Platteville shall be held on Tuesday, May 5, 2020 at 6:00 PM in the Council Chambers at 75 North Bonson Street, Platteville, WI.

***The City of Platteville is advocating that everyone please stay home and use the virtual meeting link found at the bottom of this agenda.**

I. CALL TO ORDER

II. ROLL CALL

III. ACTION

- A. Platteville Small Business Emergency Support Loan Program

IV. INFORMATION AND DISCUSSION

- A. Summer Programming Opening/Delays/Cancellations

V. CLOSED SESSION per Wisconsin Statute 19.85(1)(g) - for the governmental body who is rendering oral or written advice concerning strategy to be adopted by the body with respect to litigation in which it is or is likely to become involved - Conferring with Legal Counsel

VI. ADJOURNMENT

***To join the Common Council Meeting via Zoom please visit: <https://zoom.us/j/4031107818>**

Or connect by phone: 877-853-5257 US Toll-free or 888-475-4499 US Toll-free

Meeting ID: 403 110 7818

If your attendance requires special accommodation, write City Clerk, P.O. Box 780, Platteville, WI 53818 or call (608) 348-9741 Option 6.

**THE CITY OF PLATTEVILLE, WISCONSIN
COUNCIL SUMMARY SHEET**

COUNCIL SECTION: DISCUSSION/ACTION ITEM NUMBER: III.A.	TITLE: Platteville Small Business Emergency Support Program	DATE May 5, 2020 VOTE REQUIRED: Majority
PREPARED BY: Adam Ruechel, City Manager		

Description:

The COVID-19 pandemic has affected nearly all businesses in the city of Platteville. The ordered closure of non-essential businesses and temporary closure of all dine-in/sit down bar/restaurants have severely affected our city’s small business community. In response to this unprecedented situation, City Staff in partnership with the Platteville Economic Development Partners would like to discuss diverting funds to this newly created Small Business Emergency Support Program.

In creating the criteria and parameters for this support program I found the City of Mosinee and the City of Superior have implemented similar programs. I am also aware of many other local and county municipalities that are in the process of implementing something similar.

The program is designed to help the businesses that need it most during this trying time. The program would be available to apply for until December 31, 2020.

Per the attachment, you will find the proposed criteria of what is a qualifying business and those businesses which would be excluded. The application would be reviewed by a team consisting of our Community Development Director, Administration Director, and City Manager.

Budget/Fiscal Impact:

The maximum grant amount which could be awarded for each qualifying business would be \$1,500. Due to COVID-19, the City municipal budget is being monitored to determine potential revenue shortfalls. City Staff feels despite these potential revenues shortfalls it is necessary to supply a program of this magnitude. City Staff and Council Leadership will be working with Platteville Economic Development Partners and the Redevelopment Authority for additional funding options to assist this program. The goal the City would be striving towards would be to supply up to \$20,000 towards the program with other partners contributing as well.

Recommendation:

City Staff is asking for the Common Council to approve the creation of the Platteville Small Business Emergency Support Program.

Sample Affirmative Motion:

“I move to approve the creation of the Platteville Small Business Emergency Support Program.”

Attachments:

- City of Platteville Small Business Emergency Support Program



PLATTEVILLE SMALL BUSINESS EMERGENCY SUPPORT PROGRAM

PROGRAM DESCRIPTION

The COVID-19 pandemic has affected nearly all businesses in the city of Platteville. The ordered closure of non-essential businesses and temporary closure of all dine-in/sit down bar/restaurants have severely affected our city's small business community. In response to this unprecedented situation, the City of Platteville is diverting funds to this newly created Small Business Emergency Support Program. In addition to these funds, bar/restaurant owners may apply to waive their annual liquor license fees and associated miscellaneous license fees.

PURPOSE

This program is designed to help the businesses that need it most during this trying time, and **we ask that you consider whether your business truly needs this assistance prior to applying.** This program is available until December 31, 2020 or until the funding source is depleted, whichever comes first.

PROGRAM CRITERIA

1. The maximum grant amount is up to \$1,500 for each qualifying business.
 - a. Qualifying businesses are defined as:
 - i. Must have a commercial storefront or "brick & mortar" location.
 - ii. Must be located within the city limits.
 - iii. Must have been open to the public as of March 17, 2020.
 - iv. Must be presently in a state of total closure or be unable to operate one or more of the main facets of its business.
 - v. Must have 10 employees or less.
 - b. Excluded businesses are defined as:
 - i. Businesses that have received other forms of city, state, or federal financial assistance in the 2020 calendar year.
 - ii. Businesses able to continue operations remotely or while in compliance with social distancing guidelines.
2. All grant proceeds must be used for the following documented business expenses:
 - a. Monthly building loan mortgage or rent payment.
 - b. Monthly gas, electric and water utility bills.
 - c. Cost to purchase business enhancement software (software to move sales to online platform)
3. Payroll expenses will not be eligible for grant funds.

PROGRAM PROCESS

1. Submit application to the Community Development department for internal staff review and approval.
2. Grant awards will be processed weekly until the funding source is depleted.
3. A report summarizing grant awards will be sent to the Common Council at their bi-monthly meetings.

****** Disclaimer: This support program is contingent upon the availability of funds. If at any time this funding source is depleted, the program will terminate until further action is considered by the City of Platteville Common Council. City of Platteville staff will review each application base on qualification of need. A business's eligibility for other state or federal assistance will be taken into consideration when distributing the funds. ******



City of Platteville-Small Business Emergency Support Program Application

Date: _____

Grant Number (office use only): _____

Business Information

Business Name: _____

Type of business (bar/restaurant, retail, services, etc.): _____

Business Address: _____

Phone: _____

Email: _____

Year established: _____

Website: _____

Current Average Monthly Payroll: _____

Business Description _____

Applicant/Owner Information

Name(s): _____

Applicant Mailing Address: _____

Phone: _____

Email: _____

Other owners (if any): _____



City of Platteville-Small Business Emergency Support Program Questionnaire

1. Is your business considered essential or nonessential by the State of Wisconsin?

2. As a business owner, do you also work in the business? _____
3. Is this your only source of income? _____
4. Please provide a brief explanation of what adverse economic impact COVID-19 has had on your business since March 17, 2020:

5. Prior to the COVID-19 restrictions, how many people did your business employ?

6. Have you received relief funding related to COVID-19 from any other sources?

7. Amount requested from Small Business Relief Program (Maximum grant \$1,500)



Attach to Application:

- 1) Provide your business revenues for the previous three months of sales in 2020 from the date of your application. Revenues for each month need to be shown individually.
- 2) Provide your business revenues for January, February, and March 2019 (if your business existed at the time.) Revenues for each month need to be shown individually.
- 3) W-9 for your business. This needs to accompany your application at the time of submission. The application will not be considered until we receive your W-9.
- 4) If applicable, copy of required liquor license fees.

I hereby certify the above information is true and correct to the best of my knowledge.

Date _____

Applicant Name/Title (printed) _____

Signature _____

Applicant Name/Title (printed) _____

Signature _____

**THE CITY OF PLATTEVILLE, WISCONSIN
COUNCIL SUMMARY SHEET**

**COUNCIL SECTION:
INFORMATION/
DISCUSSION
ITEM NUMBER:
IV.A.**

TITLE:
Summer Programming Opening/Delays/Cancellations

DATE
May 5, 2020
VOTE REQUIRED:
N/A

PREPARED BY: Adam Ruechel, City Manager

Description:

City Staff would like to discuss with Council members how COVID-19 has impacted spring programming and will impact summer and fall programming for the City. Specifically, focusing on programming hurdles for the museum, library, and recreation departments.



COVID-19
Programming
Impact
Discussion

May 5, 2020



Discussion Topics

- ◆ Revenue Impacts
- ◆ City Programming
Options/Alternatives
- ◆ Library Programming
- ◆ Recreation Programming
- ◆ Summer Seasonal Staffing
- ◆ Museum Programming
- ◆ Questions

Revenue Impacts

- ◆ Staff plan to present impacts at May 26, 2020 Council Meeting.
- ◆ Realities:
 - ◆ Anticipate revenue reductions in room tax, licenses/fines, inspections, admission, rentals, programs.
 - ◆ Anticipate savings from delays and closures in expenditures.
- ◆ Potential losses in revenue could create a deficit. (Financial Reserve Plan in Place)



City Programming Options/Alternatives

- ◇ With some much uncertainty City Manager advised staff to review following scenarios to assist in driving discussion:
 - ◇ Scenario 1- Delay Summer Programming till July 1, 2020
 - ◇ Provides opportunity for planning, training of staff to handle summer programming.
 - ◇ Provides opportunity for potential revenue generation.
 - ◇ Scenario 2- Delay Programming till September 1, 2020
 - ◇ Provides staff opportunity to craft alternative programming with dedicated roll out.
 - ◇ Allows better budgetary projection to determine areas of concerns and alternatives.

Library Programming

- ◇ Update under current Stay At Home Order.
- ◇ Programming under July 1, 2020 Model.
 - ◇ Options, Concerns, Issues.
- ◇ Programming under September 1, 2020 Model.
 - ◇ Options, Concerns, Issues.

The library building is closed until further notice.

- Curbside pickup is running. Visit plattevillepubliclibrary.org/curbside for details.
- You may keep items until we reopen. There are no fines.
- Staff is available to answer questions from 9 am - 5 pm on Monday - Friday. Call 608-348-7441 ext 2.
- For questions about your library account, you can email circ@plattevillepubliclibrary.org
- Visit our digital library at wplc.overdrive.com
- Find more online resources at plattevillepubliclibrary.org/research



Recreational Sports/Activities Programming

- ◇ Update of functioning under “Stay At Home” Order.
- ◇ Programming under July 1, 2020 Model
 - ◇ What sports/activities could be delayed till July?
 - ◇ What activities would be cancelled?
- ◇ Programming under September 1, 2020 Model
 - ◇ What sports/activities could be delayed till September?
 - ◇ What activities would be cancelled?

PLATTEVILLE
WISCONSIN
PARKS & RECREATION
"Making a Difference"

**Adult Coed Softball
Summer League
Registration Open!**

Games are played on Sunday evenings, beginning in early June and open to all players 18 years of ages and over. Registration deadline is Friday, May 11th. A team fee of \$175.00, which includes the individual player fees, is required at the time of registration.

Team registration packets are available at the Recreation Office. For more information, call 608-348-9741, ext. 2238.



Platteville Family Aquatic Center

- ◆ Normally opens June 1 to August 25.
- ◆ Currently discussion is Phase 3 of Badger Bounce Back Plan is realistic option to open Pool.
- ◆ Discuss operation as of July 1, 2020 or outright cancellation.
- ◆ Budgetary Discussion of Delays/Closure.



Park Summer Seasonal Staffing

- ◇ Normally hire 3 full time employees & 1 part time employee
- ◇ Park Department focuses on the following in Spring-Fall
 - ◇ Mowing approx. 82 acres per week.
 - ◇ Weed eating 16 parks, city hall, PD, Mining Museum, Stone Cottage, other properties.
 - ◇ Cleaning restrooms
 - ◇ Getting shelters ready
 - ◇ Garbage routes
 - ◇ Water flowers
 - ◇ Mowing grass against city ordinance
 - ◇ Equipment Maintenance
 - ◇ Getting ball diamonds ready for games.
 - ◇ Painting lines on soccer field
 - ◇ Pool maintenance

Street Summer Seasonal Staffing

- ◇ Normally hire 2 full time seasonal cemetery workers.
- ◇ Street Department focuses on following from spring-fall
 - ◇ Mowing at two cemeteries- 22 acres & 16 acres.
 - ◇ Trimming around headstones, etc.
 - ◇ Grave locations, digging, opening/closing.
 - ◇ Other mowing of roadsides, medians, Bus 151. 60 hours twice a month.
 - ◇ Painting- 2 full-time employees 8 weeks of work. Painting crosswalks, parking stall markings, yellow curbs, stop bars and other marking.
 - ◇ Street Sweeping
 - ◇ Brush Pickup
 - ◇ Yard Waste Pickup
 - ◇ Normal Street/Sign Maintenance
 - ◇ Pothole repair

Museum Programming

Exciting New Slate of Programs Had Been Rolled Out for 2020

Intergenerational Engagement and Family Activities

Youth Programming

Adult Programming

College Programming

Seniors Programming



Museum Programming

Under Safer at Home Order, Museum Closed as Place of Public Amusement

Current Allowable Activities:

Minimum Basic Operations

- Maintaining the value of the Museum's inventory
- Preserving the condition of the Museum's buildings and equipment
- Ensuring security

Compliance

- Buildings and grounds closed to public
- All school field trips and programs canceled
- Half of working staff in Museum social distancing
- Half of staff working from home
- We are working to launch new website, virtual 4th grade field trip program and Virtual Reality online tours



Museum Programming

Under Badger Bounce Back Phases, Museum Could Re-open Gradually



Phase 1:

- Self-Guided Museum Admission for small groups (<10)
- No Mine Tours or in-person workshops (no vulnerables)
- Online programs and Virtual Reality Tours possible

Phase 2:

- Mine tours could resume (no vulnerables) if hard hats sanitized fully
- In-person workshops could resume
- Larger group gatherings (<50) could be possible (no vulnerables)
- Online programs and Virtual Reality Tours possible

Phase 3:

- Fully open

Museum Programming

If Closed Until July 1

Impacted Programs

- All School Field Trips (1,500 participants)
- Two Lyceums
- Miners Ball (rescheduled for Sept. 5)
- Animal House at the Museums Series (5 workshops)
- Smithsonian Museum Day
- Museum STEAM Series (2 of 6 workshops)
- Making at the Museums Series (2 of 6 workshop series)
- Walk Down Main - Architect Program
- Make Music Platteville

Impacted Revenue

- Earned revenue losses: \$13,653
- Savings from not onboarding tour guides for full May-October season and reducing interns: \$13,653
- It is likely future months revenue will also be temporarily reduced based on national trends in behavior due to COVID-19



Museum Programming

If Closed Until September 1

Impacted Programs

- Aforementioned programs, plus:
- College for Kids (canceled)
- Young Pioneers
- Museum STEAM (2 more)
- Miners Forever Reunion
- Guided Bus Tour of the Mines and Mining Cultural Sites of Lafayette County
- New Student Welcome Scavenger Hunt

Impacted Revenue

- Earned revenue losses: \$23,604
- Savings:
 - Not onboarding tour guides or interns for full May-October season: \$16,425
 - Other budget cuts possible
- It is likely future months revenue will also be temporarily reduced based on national trends in behavior due to COVID-19



Questions?