



## OFFICIAL NOTICE AND AGENDA OF A COMMON COUNCIL MEETING

NOTICE IS HEREBY GIVEN THAT A REGULARLY SCHEDULED PUBLIC MEETING WILL BE HELD ON THE DATE, TIME AND LOCATION SHOWN BELOW. UPON ATTAINING A QUORUM OF MEMBERS, ALL ITEMS LISTED ON THE AGENDA SHOWN BELOW MAY BE CONSIDERED (DISCUSSED AND/OR ACTED UPON).

Date and Time: Tuesday, March 1, 2022, at 7:45 pm

Location: City Hall Council Chambers, 2000 North Calhoun Road, Brookfield WI

Members: *Dave Christianson, Bill Carnell, Bob Reddin, Rick Owen, Jenna Meza, Michael Jurken, Mike Hallquist, Mark Nelson, Gary Mahkorn, Scott Berg, Christopher Blackburn, Jerry Mellone, Kathryn Wilson, Brad Blumer (Number of Members needed to meet quorum requirements: 10)*

Call to Order: BY MAYOR STEVEN V. PONTO / CHAIR OF THE COMMON COUNCIL

Public Comment: **Attention Citizens:** The Council has reserved up to 15 minutes for the public to address the Council on any matter, other than for a public hearing listed below (if applicable). To address the Council, please complete a “public comment sign up” form and submit it to the City Clerk prior to the meeting or indicate your inclination to address the Council upon the Chair’s announcement of the public comment segment of the agenda. If the Chair determines that no one is present or that no one else wishes to address the Council, the Chair may end the segment earlier than the allotted time. If the Chair determines that 15 minutes is not adequate time for public comment, the Chair may enlarge the time unless the Council objects. For public hearings, comments can be made at the time of the public hearing segment of the agenda when the Chair recognizes the speaker. Alternatively, citizens can submit any commentary to the following email address: [cityhall@ci.brookfield.wi.us](mailto:cityhall@ci.brookfield.wi.us).

Announcement: The next regularly scheduled meeting of the Common Council is Tuesday, March 15, 2022, at 7:45 pm.

Roll Call/Pledge: The Pledge of Allegiance led by Alderman Owen will follow calling of the roll.

Public Hearing: None.

Consent Agenda: *Note that prior to voting on the consent agenda, items may be removed at the request of any Alderman and placed in the Non-Consent segment immediately following action on the consent agenda.*

1. Minutes of the February 15, 2022, regular meeting of the Common Council.

### Council as a Whole

2. **Vouchers** exceeding \$50,000 requiring immediate action.
3. **Resolution** approving the **Mayor’s Appointment** to the Parks & Recreation Commission: **Amy Zimmerman**, 3 year term expiring March 1, 2026.

4. **Resolution** approving the **Mayor's Appointment** to the Economic Development Committee: **Brian Melter**, fulfilling a 3 year term expiring January 1, 2024.

**NON-Consent Agenda: Items Removed from Consent (if applicable):**

5. Act on any items removed from the consent agenda as necessary.

Council as a Whole

6. **Resolution** approving the change of venue for the November 1, 2022, Common Council meeting from City Hall Council Chambers to the Public Safety Building Courtroom.
7. Mayor's announcement of legislative referrals and requests for services.
8. Adjournment

STEVEN V. PONTO, MAYOR

MICHELLE LUEDTKE, CITY CLERK

POSTED: FEBRUARY 25, 2022 @ 2:30 PM

*Any person who has a qualifying disability as defined by the Americans with Disability Act that requires the meeting or materials to be in an accessible location or format, may contact the City Clerk at (262)782-9650 or 2000 North Calhoun Road, for accommodations. Requests for accommodations for meetings should be made at least 3 business days in advance of the meeting. Every effort will be made to arrange accommodations for all meetings.*

**VOUCHERS EXCEEDING \$50,000 REQUIRING IMMEDIATE ACTION**  
**March 1, 2022**

<b>TERRA ENGINEERING &amp; CONSTRUCTION CORPORATION</b>	
<b>2020 SANITARY SEWER REHABILITATION</b>	<b>\$ 76,098.63</b>
<b>PAYMENT #3</b>	

**TOTAL VOUCHERS**

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**\$ 76,098.63**

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## **MAYOR**

*Steven V. Ponto*

2000 North Calhoun Road  
Brookfield, Wisconsin 53005-0595  
(262) 787-3525 - Fax (262) 796-6671  
ponto@ci.brookfield.wi.us

## **MEMORANDUM**

**TO:** Aldermen  
**FROM:** Mayor Steven V. Ponto  
**DATE:** February 24, 2021  
**RE:** Committee Appointments

I would like to make the following appointments at the March 1, 2022 Common Council meeting. The resumes are attached for your review. Council confirmation would be appreciated.

### ECONOMIC DEVELOPMENT COMMITTEE

Brian Melter – appoint to fulfill a 3-year term expiring January 2, 2024

### PARK & RECREATION COMMISSION

Amy Zimmerman – appoint to a 5-year term expiring March 1, 2026

SVP/pas

**RESOLUTION # \_\_\_\_\_ OF THE CITY OF BROOKFIELD, WISCONSIN**

Committee: N/A

Committee Date: N/A

Committee Recommendation: N/A

Public Hearing: N/A

Council Date: 03/01/2022

Council Action: [Appr/Deny Vote #-#]

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***Resolution to Appoint Amy Zimmerman to the Park & Recreation  
Commission for a 5-Year Term***

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**WHEREAS**, Amy Zimmerman has the necessary qualifications to be appointed to the Park & Recreation Commission, and

**NOW, THEREFORE, BE IT RESOLVED**, by the Common Council of the City of Brookfield that Amy Zimmerman is hereby appointed to the Park & Recreation Commission for a 5 year term, commencing March 1, 2022 and expiring March 1, 2026.

*Adopted this 1st day of March, 2022.*

Approved:

Mayor Steven V. Ponto

Attested:

City Clerk Michelle Luedtke

# Amy Zimmerman

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## **EDUCATION:**

Marquette University, BS, Cum Laude;  
Information Technology, Operations  
& Supply Chain Management

## **CERTIFICATIONS:**

Project Management Professional  
(PMP), PMI

Certified Collaboration Architect,  
Conteneo

ITIL Foundations

Certified Scrum Master, Scrum  
Alliance

## **VOLUNTEER SERVICE:**

Marquette University Alumni  
Association, National Board of  
Directors; 2010-2020

Girl Scouts WI-SE, Highest Awards  
Mentor Committee; 2013-present

Marquette University Young Alumni  
Association Board; 2010-2017

PMI-Milwaukee, Outreach  
Committee; 2011-2017

VCPI Community CARE; 2015

Rotaract Club of Milwaukee;  
2009-2014

CompuCom Cares Milwaukee Action  
Team; 2012-2014

## **SUMMARY:**

Experienced technical project & portfolio manager, with a natural aptitude to translate technical work into business value. My biggest strength lies in breaking down the complexity of technical work - diving deep alongside subject matter experts - and zooming back out to see business value - alongside non-technical stakeholders. I excel in fast-paced environments, working with complex ecosystems of people & technology.

My vocation is a daily opportunity to serve - my teams and our clients, and also my peers and rising professionals.

I enjoy studying a diverse range of topics related to interpersonal relationships, including: biopsychology, epidemiology, anthropology, religious history, and sociology.

## **SKILLS INVENTORY:**

Project Management:

- Infrastructure Design and Delivery
- Release, Incident, and Change Management
- Vendor Selection and Engagement

Portfolio & Program Management:

- Resource Planning
- Financial Controls and Management

Analysis/Design:

- Creative Brainstorming Facilitation
- Process Mapping
- Data Flow and Context Diagramming

Quality Assurance:

- Requirements Traceability
  - Regulatory Compliance Adherence, including Nonconformance and Corrective/Preventive Action
  - Defect Tracking and Resolution
  - Root Cause Analysis
  - Incident & Problem Management
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## WORK EXPERIENCE:

### **Trissential**

Consultant, Project & Program Management

October 2019 to present

- Delivering a multiyear telecommunications modernization program for utilities client.
- Manages up to 8 concurrent projects, totalling \$3MM annual expenditures, from design to in-service. Managing a five-year program of approximately \$100MM budget.
- Projects include network infrastructure upgrades and redesigns; telecommunications towers and fiber-optics construction; enterprise communications applications upgrades.

### **Robert W. Baird and Company**

IT Project Manager, Enterprise Technologies

November 2015 to October 2019

- Managed project planning and delivery using waterfall and Agile practices.
- Coached project team members in various aspects of project delivery, including: work breakdown, risk assessment & response plans, understanding & communication across teams of work dependencies.
- Developed best practices with Infrastructure & Service Desk team members for managing project-related communications & procedures related to change, incident, and problem management. These procedures provided objective assessment of business impact, enabling triage and resolution while achieving projects' schedules.

### **Virtual Care Provider, Inc**

Engineering Project Manager

July 2014 to November 2015

- Managed project scoping, planning and delivery for internal and client-originating work.
- Planned and managed retirement of aged hardware and enterprise applications. Led ongoing assessment of impacted user groups, communications with internal and external stakeholders, and actively managed cutovers and post-go-live support.
- Managed development of proprietary software application for user account management. Hosted weekly company-wide demonstrations to encourage participation and early adoption. Responsible for planning of client migration program and coaching of technical team members to lead individual migrations.

### **CompuCom Systems, Inc**

Technology Services Program Manager

April 2013 to July 2014

- Managed design, build and delivery of servers, storage, databases, web services, and middleware for projects from internal business groups.
- Provided ongoing infrastructure evaluations and upgrades to ensure current and future supportability and vitality for multiple Oracle-based, business-critical ERP systems.

Compute Run Project Manager

March 2011 to March 2013

- Deployed new management utility for Unix server environment, leveraged for improved maintenance practices and environment capacity planning.
- Mitigated security risks of 350+ global, unsupported systems with planned interventions.
- Developed, prioritized and managed projects to address deficiencies in environment supportability and vitality. Independently responsible for team's project management.

### **Direct Supply, Inc**

Supply Chain Operations Specialist

June 2010 to March 2011

- Designed holistic process and tool for measuring sourcing managers' efforts on cost-reduction projects while accounting for collaborative efforts, rewarding teamwork.
  - Provided technical support for electronic data interchange (EDI) with vendors.
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**RESOLUTION # \_\_\_\_\_ OF THE CITY OF BROOKFIELD, WISCONSIN**

Committee: N/A

Committee Date: N/A

Committee Recommendation: N/A

Public Hearing: N/A

Council Date: 03/01/2022

Council Action: [Appr/Deny Vote #-#]

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***Resolution to Appoint Brian Melter to Economic Development  
Committee fulfilling a 3 Year Term***

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**WHEREAS**, Brian Melter has the necessary qualifications to be appointed to the Economic Development Committee, and

**NOW, THEREFORE, BE IT RESOLVED**, by the Common Council of the City of Brookfield that Brian Melter is hereby appointed to the Economic Development Committee fulfilling a 3 year term, commencing March 1, 2022 and expiring January 2, 2024.

*Adopted this 1st day of March, 2022.*

Approved:

Mayor Steven V. Ponto

Attested:

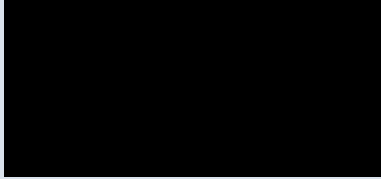
City Clerk Michelle Luedtke



# BRIAN MELTER

vision + execution | digital + physical | business strategy + technology

## CONTACT



## PROFILE

Strategic executive with over 27 years of Digital Product, Innovation, and Transformation, Consumer Experience, Technology Leadership, Marketing and Go to Market Strategies, Consumer, Member, Investor, and Advisor Behavior and Back Office Operations expertise in the financial services industry.

A successful leader with market-changing insights and a keen grasp of optimizing user journeys related to consumer behavior and business goals.

A driver of innovation, differentiation, and accelerated results within a performance-driven, creative team environment. Champion of innovative online and offline strategies that increase sales, improve the consumer experience and interaction, customer and advisor loyalty, and business results. Excels in the development and execution of transformational strategies using a combination of digital products, concepts, and programs that are in line and ahead of market trends and business needs.

A rare combination of vision and execution combined with strategic business knowledge and technology expertise to successfully turn vision and strategy into reality while using experience, research, and data to drive decisions.

## AREAS OF EXPERTISE

- CONSUMER EXPERIENCE
- DIGITAL TRANSFORMATION
- TECHNOLOGY VISION & INNOVATION
- OMNI-CHANNEL EXPERIENCE
- DIGITAL PRODUCT & PLATFORM DEVELOPMENT
- IMPLEMENTATION, EXECUTION AND CROSS FUNCTIONAL LEADERSHIP
- THOUGHT LEADERSHIP
- DATA & ANALYTICS

## EXPERIENCE

### CXO, Chief Experience Officer

Landmark Credit Union, Brookfield, WI

April 2020 - Present

Responsible for defining and executing strategic initiatives with a team of over 475 associates who represent all aspects of the member experience for the largest credit union in Wisconsin (\$6 billion).

Executes strategic initiatives focused on attracting, retaining and improving the end-to-end member relationship while leading all member facing aspects of the organization. This includes all aspects of the physical branch network (35 branch locations), ATM/ITM strategy, digital and mobile banking, investment center, marketing and communication, member service contact center, community relations, and deposit product strategy.

Ensures the overall strategic plan is fulfilled through cohesive and thoughtful member and associate journeys and that branch, contact center, and other operations are running effectively.

### Senior Vice President/General Manager Digital Solutions

Fiserv, Brookfield, WI

April 2019- April 2020

Lead a team of over 350 associates and P&L of \$60 million with responsibility for the flagship online banking and app platform. Responsible for overall digital transformation initiatives, defining the vision for the platform and roadmap, development of the product strategy, implementation of customized client solutions, and providing ongoing platform enhancements and client support.

- Provide the vision, strategic thinking and leadership required to develop and deliver industry leading digital banking solutions and drive innovation on a significant scale
- Assess the competitive landscape and the understanding of client's needs to develop innovative products as part of transformational strategies that improve the consumer experience and address client goals and needs
- Work directly with clients to develop transformational, "digital-first" strategies bridging the physical and digital worlds to redefine the overall consumer experience and user journeys, the value proposition to the marketplace, and reduce internal operating costs
- Within the first six months in the role:
  - Reorganized teams to better meet client demand, leading to improvements in client satisfaction,
  - Redefined overall platform strategy and future direction to adopt new technology standards and satisfy client needs

## PROFESSIONAL & COMMUNITY AFFILIATIONS

Investment Company Institute (ICI) Operations Committee  
2008-2012

National Investment Company Servicing Association (NICSA)  
2007-2017

Investment Management Education Alliance (IMEA) Digital Council  
Sponsor, Founder, and Past Chairman

Investment Management Education Alliance (IMEA)  
Former Member, Board of Governors

America Scores Milwaukee-Board Member  
2002-2012

Stone Bank Fire Department Oconomowoc, WI  
Paid on Call Firefighter, MPO, PIO  
2006-2019

Lake Country Fire & Rescue Delafield, WI  
Paid on Call Firefighter, MPO, Ice Rescue Instructor  
2019-Present

Certified State of Wisconsin Firefighter and MPO

- Executed multiple improvements to client and product implementation processes and developed an overarching client support strategy to improve client satisfaction and speed to market
- Actively drove consumer experience and transformational initiatives as a partner with clients to drive revenue and user adoption and reduce operational costs

### Head of Digital Strategies and Client Engagement, Financial Services Group

DST Systems/SS&C, Kansas City, MO

2017- March 2019

By the acquisition of Boston Financial, appointed to lead the go-forward team that defined the financial services digital product and platform vision while also consulting with and supporting leading investment firms (American Funds, Fidelity, Oppenheimer, Janus, Invesco, John Hancock, JP Morgan, TIAA, and countless others). Defined, validated, built, and analyzed solutions to support organizational and digital strategies, meet overall business goals, and provide a superior investor, advisor, and contact center experience.

- Led the digital product group to set vision and roadmap for digital properties and enhancements while acting as the executive business sponsor for all new initiatives
- Set the vision for and oversee execution of multi-phase digital projects and omni-channel campaigns with clients that result in improved advisor and shareholder adoption and satisfaction, increased asset flows, and reduced servicing costs
- Acted as the digital voice to the client base providing thought leadership and overall product roadmap and direction

### Managing Director, Vice President, E-Business Solutions

Boston Financial Data Services, Quincy, MA

2012 to 2017

Hired to create a new business line to develop the vision for, implement, launch, and support the next generation web platform to support an enhanced client and advisor experience. This platform then became the enterprise self-service investor digital platform for all Boston Financial and DST Systems clients. Responsibilities included full P&L accountability, business plan generation, construction and execution against a strategic plan, and defining a vision and roadmap for the future.

- Built a startup business line work with asset management clients in the digital and online marketing space. Provided strategic direction for an 85-person team located in 3 locations.
- Developed a new, built from scratch, investor self-service platform (DST Digital Investor/ Boston Financial BFWeb) to the marketplace within 18 months.
- Tripled business line revenue within the first three years and improved client satisfaction
- Developed and launched over 50 client projects in the digital space, ranging from platform implementation to strategic consulting engagements
- Provided thought leadership and strategic vision for future business challenges both internally and externally

### Global Head of Operations and Operations Technology, Funds Management Group

Wells Fargo & Company, Menomonee Falls, WI

2008 to 2012

Tapped by senior leadership to spearhead operations for Wells Fargo Funds Management. Provided strategic direction for a multi-site operations team in 3 locations while motivating and leading the teams to succeed. Scope of responsibilities included business and technology project management, technology interfaces to back-end systems, vendor management, domestic and international transfer agent oversight, call center and dealer support, facility support, and business continuity planning to support the investor and advisor experience.

Executed operational and technology initiatives that improved the quality and efficiency of operations while exceeding all quality and service standards. Administered a \$30M annual operational budget and cultivated complex vendor relationships. Led the development, maintenance, and testing of the Funds Management Group Business Continuity Plan.

- Orchestrated the flawless merging of Wachovia Evergreen Investments into Wells Fargo Advantage Funds successfully establishing the #11 US Mutual Fund Complex.
- Provided leadership and direction for 125 direct reports and more than 200 project team members across 2 organizations and in multiple locations during the integration period.
- Led transfer agency technology conversion to new front-end systems
- Consolidated more than 3 million accounts in a single integrated recordkeeping system.
- Achieved 5-Star Quality Rating for 19 consecutive quarters for mutual fund transaction processing and achieved a 100% service quality level for all output (statements/tax forms).

## ACCOLADES

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### Rising Star of Mutual Funds- Institutional Investor

2013

Rising Stars represent up-and-comers whose accomplishments in, and contributions to, their firms and the industry make them stand out among their peers and position them as future industry leaders.

Guest speaker at over 50 industry and company seminars and conferences pertaining to Internet, E-Commerce, Operations, and Financial Services with audiences ranging from 10 to more than 5,000 participants

Featured in articles in The Wall Street Journal, Investor's Business Daily, U.S. News and World Report, CNBC, The Milwaukee Journal Sentinel, TheStreet.com, The New York Times, The Business Journal, and numerous others.

## EDUCATION

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### University of Wisconsin- Whitewater – Whitewater, WI

Bachelor of Business Administration  
(BBA), Finance

Previously possessed FINRA Series 6,  
7, 24 & 63 Securities Licenses

### Head of Retail and Digital Marketing, Funds Management Group

Wells Fargo & Company, Menomonee Falls, WI

2007 to 2008

Hand-picked to provide direction, strategy, and marketing insight for the Funds direct/retail business. Worked in participation with internal Wells Fargo sales channels to accelerate cross-sell opportunities.

Developed strategic multi-channel marketing campaigns to support mutual fund and EdVest, Wisconsin's 529Savings Plan. Coordinated multi-million/multi-channel advertising and marketing budgets to ensure the achievement of all short- and long-term business goals.

### Head of E-Commerce & Marketing Technology, Funds Management Group

Wells Fargo & Company, Menomonee Falls, WI

2005 to 2007

Promoted to VP leadership role after the acquisition of Strong Financial by Wells Fargo. Charged with managing multiple Wells Fargo Funds Management Group websites and directing all online marketing activities. Developed programs to improve investor and advisor experience, increase client/advisor adoption rates, strengthen loyalty, reduce costs, and boost sales. Coordinated the strategy and execution of marketing technology, created and produced audio and video content, and directed the production of live events.

Served as digital and marketing strategist for all web development, design, and usability for websites across distribution channels including Retail Direct, Investment Professional, Institutional Cash Management, 529 College Savings Plans, and Institutional Sales. Directed multi-million dollar vendor activities and a team of site managers, Internet developers, writers, online marketers, technology analysts, video producers, and graphic designers.

- Implemented eDocument delivery program that achieved a 50% online client base enrollment rate and realized over \$1M+ in annual firm savings.
- Achieved a 40% client enrollment rate with new Online Account Registration drive campaigns.
- Reduced project implementation time by 25% through outstanding leadership.
- Boosted sales by \$10M by leading the development of customized and personalization rules.
- Led the multi-million dollar website redesign after the Wells Fargo acquisition of Strong Financial; integrated, rebuilt, and rebranded all websites on new technology platform with a 45-member project team in 5 months.
- Introduced new technologies including Podcasting, RSS Feeds, streaming video, and more.

### Director, E-Commerce

Strong Financial Corporation, Menomonee Falls, WI

1995 to 2005

Selected for directorial opportunity due to an outstanding display of E-Commerce leadership. Directed the overall strategy, design, content, and usability of all Strong Financial websites across a diverse range of sales channels.

Motivated and empowered a team of graphic designers, Internet developers, and project managers in the development of Strong.com and related websites using technologies such as HTML, DHTML, JSP, Java, JavaScript, and XML.

- Directed conversion of the Internet Trading System business after the Ziegler Thrift Trading acquisition.
- Developed marketing strategies to increase Internet trading system usage; resulted in 230K+ shareholders (40% of shareholder base) using the system within 4 years.
- Implemented an online marketing plan that led to \$125M+ in cash flows through the website in 4 months.

**RESOLUTION # \_\_\_\_\_ OF THE CITY OF BROOKFIELD, WISCONSIN**

Committee: Committee of the Whole  
Committee Date: March 1, 2022  
Committee Recommendation: n/a

Public Hearing: n/a  
Council Date: March 1, 2022  
Council Action:

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***Resolution approving the change of venue for the November 1<sup>st</sup>, 2022 Common Council meeting from City Hall Council Chamber to the Safety Building Courtroom***

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**WHEREAS**, the 2022 Gubernatorial Election is on November 8<sup>th</sup>; and

**WHEREAS**, in-person absentee voting is held the two weeks prior in the Common Council Chambers.

**NOW, THEREFORE, BE IT RESOLVED**, by the Common Council of the City of Brookfield that the location of the November 1, 2022 Common Council meeting be moved to the Courtroom in the Safety Building, and

**BE IT FURTHER RESOLVED**, that the proper city official(s) be hereby authorized and directed to carry out the council’s action (if required).

*Adopted this 1st day of March, 2022.*

Approved:

Mayor Steven V. Ponto

Attested:

City Clerk Michelle Luedtke