

# City of *B*rookfield Newsletter



Summer 2004

[www.ci.brookfield.wi.us](http://www.ci.brookfield.wi.us)

## What's Inside

City Hall and Aldermen  
Phone Numbers . . . . . 2

Police Department . . . . . 3

Finance Department . . . . . 4

Library . . . . . 5-6

Fire Department . . . . . 7, 10

City of Brookfield  
50th Birthday . . . . . 8-9

Community  
Development . . . . . 11-12

Parks, Recreation and  
Forestry Department. 13-15

For Your Information . . 16

**Coming Soon** — Local Government is arriving mid-June on Cable TV. The City of Brookfield will start televising Common Council meetings as well as a City "Bulletin Board" with events, meetings and other important information. Tune in to Channel 25.



## *Letter from the Mayor*

Dear Friends,

**D**ue to limited space, I would like to invite you to the City of Brookfield's 50th Birthday Celebration on Wednesday, August 11, 2004 at the Civic Plaza.

There will be music, entertainment, cake, ice cream and popcorn; something for everyone to enjoy. Our volunteer special recognition picnic will be held at 5:00 p.m. The City's volunteers, historic families, and past and present officials will also be recognized during the evening. There are commemorative items for sale including a crystal Christmas Ornament with the City's 50th logo and historic 18 month calendars. Be sure to stop by to take a trip down memory lane. The Elmbrook Historical Society has put together a historic exhibit in the Council Chambers in City Hall.

Mayor Jeff Speaker

## Upcoming Events!

July 5th –  
Fourth of July  
Parade – 10:00 a.m.

July 5th – Family  
Fest & Fireworks –  
5:00-9:00 p.m.

August 4 –  
Brookfield's Sixth  
National Night Out

August 11 –  
50th Birthday  
Celebration



# City of Brookfield Council Members

## MAYOR

Jeff R. Speaker  
(262) 787-3500

## ALDERMAN

### District 1

Richard Brunner  
(262) 782-4099  
Daniel Sutton  
(262) 373-0173

### District 2

Cindy Kilkenny  
(262) 783-9824  
Rick Owen  
(262) 790-9888

### District 3

Ron Balzer  
(262) 782-1177  
James Garvens  
(262) 782-8482

### District 4

Steven Ponto  
(262) 789-9877  
Vacant

### District 5

Scott Berg  
(262) 797-8772  
Gary Mahkorn  
(262) 784-0605

### District 6

Christopher Blackburn  
(262) 821-5262  
Jim Heinrich  
(262) 796-1814

### District 7

Mike Franz  
(262) 786-4174  
Thomas Schellinger  
(262) 782-4496  
Municipal Judge  
Richard J. Steinberg  
(262) 796-6660

## CITY INFORMATION

2000 N. Calhoun Road  
Brookfield, WI 53005  
(262) 782-9650

Webpage: [www.ci.brookfield.wi.us](http://www.ci.brookfield.wi.us)  
Email: [cityhall@ci.brookfield.wi.us](mailto:cityhall@ci.brookfield.wi.us)

## Air-Soft and Paintball Guns Violate City Ordinance

*by Assistant Chief of Police Dean Collins*

Like other police agencies, the Brookfield Police Department has responded to ‘man with a gun’ calls phoned in by concerned and frightened residents. Upon arrival, the officer is confronted by one or more juveniles holding very realistic looking handguns. After taking appropriate precautions and ordering the subjects to disarm, it turns out that the guns are replicas of actual firearms that use springs, compressed air, or carbon dioxide to propel a plastic projectile.

What appear to be real Sig-Sauer, Colt, Walther, Smith & Wesson, or Desert Eagle pistols are in fact “air soft” guns that fire plastic balls in excess of 200-300 feet per second. There is even one that is called a ‘sawed-off shotgun’. These devices are exact in almost every detail including working slides and detachable magazines. Even from a close distance, it is almost impossible to distinguish an air soft gun from a real firearm. Although sold with a red muzzle, the red portion of these guns is easily removed or painted over.

Brookfield City Ordinance 9.28.010 makes it illegal for anyone to discharge any “firearm, air rifle, spring or air gun of any description, or any instrument which impels a missile or pellet by compressed air, spring or other means” within the city limits. Furthermore, it is illegal to transport such an item unless “it is unloaded and knocked down or enclosed within a carrying case or other suitable container.” (This ordinance does not pertain to archery practice in designated areas in city parks.) The citation for this violation has a court deposit of \$1,280.00.

In some parts of the country, there have been near tragedies when police officers have confronted persons with air soft guns. Since such devices are indistinguishable from real firearms, officers respond as if they were facing real firearms. When juveniles or others armed with such devices refuse to obey police commands to disarm or actually point such guns at officers, a split-second, life or death decision must be made. This is an additional reason that parents need to be aware of the very real danger that is posed by air soft guns.

Parents and others who permit violations of this or any other city ordinance may also be issued a citation as well as the juvenile who possessed or fired an air soft gun or paintball gun.

# Police Department

## City of Brookfield's Sixth Community-wide National Night Out Event – August 4, 2004, from 5 to 9 p.m.

The City of Brookfield will hold its sixth National Night Out event on Wednesday, August 4, 2004, from 5:00 to 9:00 p.m., at the Civic Plaza, south of the Safety Building (2100 N. Calhoun Road).

Communities nationwide join together in August every year to support this crime prevention and safety event.



National Night Out is designed to heighten crime and drug prevention awareness; generate support for and participation in local anticrime efforts; strengthen neighborhood spirit and police-community partnerships; and to send a message to criminals letting them know that Brookfield is “on-watch” against crime.

There will be many activities for all ages at National Night Out. Information booths will be set up in the Fire Department Apparatus Bay to provide tips on Neighborhood Watch, Identity Theft, Internet Safety, Bicycle Safety, Traffic Safety, Railroad Safety, Crime Prevention for Seniors, Fire Prevention, Child Car Seats, and Child Fingerprinting. There will be Airbag Safety, Self-defense, and Canine Obedience Demonstrations. There will be a Vehicle Glass Etching and Vehicle and Home Security display. Tours of the Police and Fire Department, volleyball games, a dunk tank, bake sale, food and refreshments and free National Night Out T-shirts will be available. This year, we plan to have the Flight For Life Helicopter join us from 7:30 – 8:30 p.m. A hovercraft and a mobile Survive Alive House will also be featured. A Flashlight Walk Against Crime, from 8:30 – 9:00 p.m. brings everyone together for a great ending to this important community event.

The Brookfield Task Force on Public Safety Education, Inc. is seeking volunteers for National Night Out. For more information on the event or on volunteering, please call (262) 787-3557.

## Summer Safety Tips

The City of Brookfield Police Department's Crime Prevention Unit provides the following tips for a safe summer:

- ★ Don't mix alcohol with swimming, boating, or driving.
- ★ Maintain constant supervision of children around water. Swim in supervised areas. Never swim alone. Obey all rules and posted signs. Make sure the water is deep enough before entering headfirst. Wear life jackets for protection when on boats or near bodies of water. Stop swimming and boating at the first indication of bad weather.
- ★ Children should always check first with their parents or the person in charge before they go anywhere with anyone. Be sure to discuss with your children where they can and can't go in the neighborhood. If you allow your children to play outside after dark, make sure they have reflective clothing on and that they stay close to home.
- ★ Wear a helmet when biking, skating, skateboarding, or when riding scooters, and all-terrain vehicles. Children should never ride skateboards or scooters in or near traffic.
- ★ Treat all fireworks, whether legal or illegal for consumers, as suitable only for use by trained professionals. If you find fireworks, do not touch them, but instead direct authorities to them.
- ★ When leaving to go on vacation, notify a trusted neighbor, relative or friend of your absence and how you can be reached in case of an emergency.



Arrange for someone to inspect your property regularly. Make sure your home looks lived in. Lock all windows and doors. Put an automatic timer on several lights. Stop mail and cancel all deliveries or ask a neighbor to make daily collections.

Have a neighbor keep your property maintained. Ask a neighbor to occasionally park in your driveway. Vehicles parked outside should be moved occasionally to appear they are being used. Have a neighbor place garbage containers at your curb on your normal pickup day and return them after the garbage pickup is made. Don't leave your absence on answering machine messages.

# Finance Department

## Water and Sewer Bill Payments — the Easy Way!

### *Avoid Lines, Pay after hours and/or Pay Automatically*

There are two ways to pay your City utility bills that are much easier than standing in line or paying postage; you can even pay your bill “after hours”!

1. Sign up for automatic bill payments — Use our form (found online, or at the Treasurer’s desk) to have City utility payments automatically deducted from your bank account on a quarterly basis. You will receive a statement which shows how much money is due and the date it will be withdrawn.

The form for automatic City utility bill payments can be found online at: <http://www.cityofbrookfield.com/>. Use the left side-bar on this page to go to City Departments — Finance. On the Finance page click on “Water/Sewer Utility Billing” then find and click on the link to the actual form, “automatic bill payment for water/sewer bills”.

**\*\*Instructions:** Print and complete the form, remember to enclose a voided check from the account you wish to use and then drop into our “Drop-Box” (see below) or mail to the address on the form.

2. Use the “Drop-Box” – enclose your bill and check for payment in an envelope and place in our “Drop-Box”. This “Drop-Box” box is immediately across the driveway from the clock tower entrance at the northwest corner of City Hall and is available 24 hours every day.

**\*\*Remember to pay on time — our staff empties the**

box every day up to the due date and then again **AT 5 p.m. on the due date.**

## Second Half Property Tax Amounts on Waukesha County Web Page

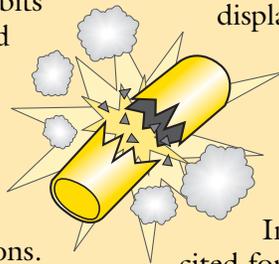
Do you want to know the amount of your second-half tax payment that is due to Waukesha County by July 31st? Your bill from Waukesha County should be arriving in mid-June, but you can log on to [www.waukeshacounty.gov](http://www.waukeshacounty.gov) and search by property address or tax key number to find the amount that is due and the payment options that are available. You can also find the amount you paid for real estate taxes since 2000. Follow these simple instructions:

1. Go to [www.waukeshacounty.gov](http://www.waukeshacounty.gov).
2. Click on “Tax Listing” (on right side of screen).
3. Click on “Search By Tax Key” — if you know that number.
  - It appears on an old tax bill.
  - It is the number with the BRC prefix.Enter BR(Space)C and the 7-digit number with no space — or
4. Click on “Search By Property Address”  
Enter the Property Address (i.e. 345 Oak Drive)  
Note: Type the property address without the street suffix — St, Av or Ln.
5. Click “Submit Query”.
6. Click on the Tax Key Number which will be in the blue text.
7. Under Tax Listing Details, click on “View Tax Bill. You will be able to view taxes, assessments and prior payments. To see the same information, beginning with the year 2000, Click on view “Previous Year.”

## Fireworks Regulated

Brookfield Municipal Code 8.20.030 prohibits the use of any fireworks other than caps and sparklers. Firecrackers, bottle rockets, cherry bombs, M-80’s, etc. are illegal to possess within the city of Brookfield.

No person may possess or use fireworks, except for caps and sparklers, without a users permit issued for festivals or celebrations. A permit may be applied for through the City



Clerk’s office for such use. No unauthorized person may use fireworks, caps, or sparklers at a fireworks display for which a permit has been issued if the display is open to the public, especially at the 4th of July fireworks display.

Violations of this ordinance may result in a citation for \$716.50 as well as the confiscation of any unused, illegal fireworks. In addition to juveniles, parents may also be cited for allowing their children to violate the fireworks ordinance.

# Brookfield Public Library

*“The Brookfield Public Library —  
Where you go, when you want to know..”*

## Library Hours

Monday-Thursday . . . . . 9 a.m. to 9 p.m.  
Friday and Saturday . . . . . 9 a.m. to 5 p.m.  
Sunday (October-May) . . . . . 1 to 4 p.m.  
Phone . . . . . (262) 782-4140

[www.brookfieldlibrary.com](http://www.brookfieldlibrary.com)

## WiFi

Bring your wireless ready laptop to the library and use the Internet. Visit the Adult Reference Desk to learn more about this service and to pick up a password.

## Drive-up A-V & Book Returns

You can now return your materials without leaving your vehicle. Two new drive-up returns are located in front of the library entrance. The first return is designated for A-V materials including: cassette tapes, books-on-tape, compact discs, books-on-disc, CD-ROMS, videocassettes and DVDs. The second return is for books and magazines only. Walk-up A-V and book returns are still available to the left of the library’s entrance.

## Children’s Summer Reading Program

We invite YOU to embark upon reading adventures of all kinds at the Brookfield Public Library this summer! **“DISCOVER NEW TRAILS @ YOUR LIBRARY!”**

All explorers from 0-12 years old are welcome to REGISTER FOR THE LIBRARY SUMMER

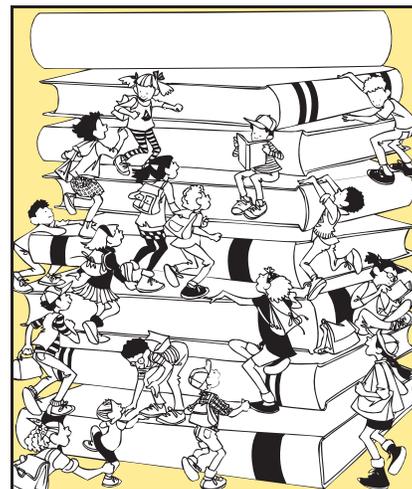
READING PROGRAM BETWEEN JUNE 7 AND AUGUST 2, 2004. Yes! Babies and toddlers can join and win prizes for the first time this year!

We all agree — It’s never too soon to read to your baby! **Tiny Trekkers** are 0-3 years old; **Junior Explorers** are 4-6 years old; and **Trailblazers** are 7-12 years old. **Read and Win**

**Wonderful Prizes!** Sign up for **SUMMER BOOK CLUBS** for kindergarteners through sixth graders. Special programs,

storytimes, crafts and family events are planned throughout the summer:

Puppets, Magicians, Wild Animals, Martial Arts, Music, a Carnival, Bubbles and Olympics! Come in costume to a **Harry Potter Party Thursday, June 10!** Orders for Summer Reading Program T-shirts will be taken



during the first two weeks of the program only, from June 7- June 19 (payments made in advance). Don’t miss out on the fun! Contact the Children’s Department for more information.

## TEEN Summer Reading Program

2004 Teen Summer Reading Program **“Get Lost @ Your Library”** runs June 7-August 3, 2004

In addition to earning prizes for reading, area teens ages 12-18 are invited to enjoy the following programs:

**Harry Potter**, June 10, 6:30-8:00 pm

**Tae Kwon Do**, June 17, 1:00-3:00 pm

**Tie Dye**, June 24, 1:00-3:00 pm

**Duct Tape II**, July 8, 7:00-8:00 pm

**Tae Kwon Do**, July 15, 1:00-3:00 pm

**Balloon Animals**, July 28, 2:00-3:00 pm

**Olympics Celebration**, August 17, 1:00-3:00 pm

Ask questions and register at the Adult Reference Desk!

*(continued on next page)*



## Internet Class Schedule

Please call the Adult Reference Desk to Register.

June 7	Monday	7-8pm	Email
June 15	Tuesday	2-3pm	Introduction to the Internet 1
June 25	Friday	10-11am	Introduction to the Internet 1
July 14	Wednesday	10-11am	Email
July 23	Friday	2-3pm	Introduction to the Internet 1
July 29	Thursday	7-8pm	Introduction to the Internet 2
August 12	Thursday	2-3pm	Email
August 24	Tuesday	7-8pm	Introduction to the Internet 1
August 30	Monday	10-11am	Email

# Brookfield Public Library

(continued from previous page)

## Genealogy on the Internet

Free classes at the Library

### Genealogy Research Using Ancestry Plus Wednesday, June 9, 2:00pm

Learn how to use the library's subscription to AncestryPlus for vital records, historical newspapers, census data, immigration records and more!

### PhotoMagic Monday, August 23, 10:00am

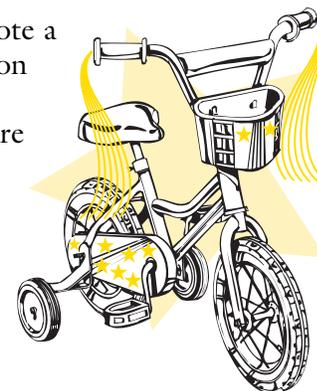
Learn how to salvage, repair and improve damaged photographs with a computer and a scanner!

More information is available at the Adult Reference Desk.

## Bike Decorating for the 4th of July

It's a tradition! The Brookfield Public Library Children's Department and the Brookfield Fire

Department team up to promote a safe and fun Fourth. Meet us on Friday, July 2, at 10 am in the repair bay of the Brookfield Fire Department. Just bring your bikes, trikes and strollers and we'll supply the streamers and stars! Stay for a short bike parade around Civic Plaza at 12:15 pm. You'll be all ready for the Brookfield



Independence Day Parade on Monday, July 5th

## Check Out at Self Check!

Self Check units are located in the Adult and Children's areas. Self Check allows YOU to check out and/or renew books and magazines. It is a quick and convenient way to enhance your library borrowing experience.

# Wirth Aquatic Center

## Pool Hours

Dates	Aquatic Center	Zero Depth Pool	Dates	Aquatic Center	Zero Depth Pool
Monday – Thursday June 7 – June 10	6 – 8 p.m.	10 a.m. – 12:30 p.m. 1 – 4:30 p.m. 6 – 8 p.m.	Monday – Friday August 9 – August 20	1 – 8 p.m.	10 a.m. – 12:30 p.m. 1 – 8 p.m.
Monday – Friday June 11 – August 6	1 – 4:30 p.m. 6 – 8 p.m.	10 a.m. – 12:30 p.m. 1 – 4:30 p.m. 6 – 8 p.m.	Saturday & Sunday June 5 – August 22	1 – 8 p.m.	1 – 8 p.m.

## Fees

### Daily Fees

	City Resident	Non Resident
Adult (ages 18 & above)	\$3.00	\$4.75
Youth (ages 3 – 17)	\$2.00	\$3.50
Child (ages 2 & under)	Free	Free

### Season Pass

	City Residents Only
Family Pass	\$140.00
Adult Pass	\$60.00
Youth Pass	\$40.00

### Morning / Evening Fees

	City Resident	Non Resident
Adult (ages 18 & above)	\$1.75	\$3.00
Youth (ages 3 – 17)	\$1.25	\$2.25
Child (ages 2 & under)	Free	Free



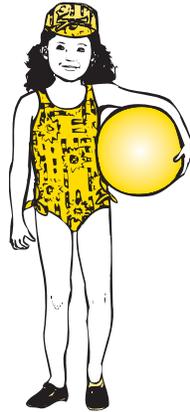
NOTE: Wirth Aquatic Center will be closed on July 11, 2004 for an Elmbrook Swim Club Meet.

# Fire Department

## Play Safe This Summer!

This summer kids will spend a large portion of their time on home or public playground equipment. Unfortunately, many of these children will also receive injuries as a result of unsafe playground equipment or practices. Stay safe this summer with this checklist:

- Check playgrounds where your children play. Look for hazards such as rusted or broken equipment and dangerous surfaces. Report any hazards to the school or municipality if a public playground.
- Shock absorbing material, like wood chips, mulch, or pea gravel should be installed around all playground equipment to a depth of at least 9 inches. Surfacing should extend at least six feet beyond the equipment, and more for swings.
- Spaces between openings in guard rails and ladder rungs should be less than 3.5 inches or greater than 9 inches to prevent entrapment.
- If your child is involved in a day care, school, or



recreational program, talk to the coordinator to make sure there is a safe play space, adequate adult supervision, enforcement of safety rules, and an emergency medical plan.

- Children should wear closed-toe shoes with a good tread — not sandals — when using playground equipment.
- Remove hood and neck drawstrings from all children's clothing to avoid strangulation hazards on playgrounds.
- Make sure children remove bike helmets before using any playground equipment, as they can be a strangulation or entrapment hazard.
- Never allow children to attach ropes, jump ropes, clothes line, or pet leashes to play equipment. These can become a strangulation hazard.
- Children with hyperactivity should not play in overly crowded parks or playgrounds, as they are more likely to collide with other children or incur head injuries.



*(continued on page 10)*

## Lawn Sprinkling

To preserve our precious drinking water supply (groundwater in Brookfield), the City of Brookfield has regulations regarding lawn sprinkling. Even numbered houses may water only on even numbered days. Odd numbered houses may water only on odd numbered days. When watering, it is advisable to do so early in the day or late at night, this will reduce the amount you need to use and save you money. Your cooperation is appreciated.

## Stop the Leaks

If your water bill seems high, it may be a result of leaks in your plumbing. Many people do not realize that a dripping faucet, leaking hose or toilet can waste thousands of gallons. Did you know that a 1/8-inch diameter leak wastes 2,500 gallons of water in just 24 hours? This type of leak left unattended can lead to a significantly higher water bill for the quarter. Water softeners that regenerate too often can also

waste lots of water. Leaking water is not only wasted, but also needs to be treated. Please conserve and check your plumbing for leaks. It could save you lots of money on your water and sewer bill.

## Brookfield Road to be Closed for Storm Sewer Improvements

Brookfield Road will be closed this summer for two weeks from Burleigh Road to Glacier Parkway for storm sewer improvements at Estate Circle and Beverly Hills Drive. Watch for advance notice signs prior to the start of construction. Please find alternate routes during this construction time. The road will be open to local traffic only. Local traffic is defined as trips to driveways in the closure zone with no other access to them. All other traffic must use an alternative route. We appreciate your patience as we continue our efforts to reduce flooding in the area and throughout the City.

# City of Brookfield 50th Birthday

## Take Census for 4th Class City

*Excerpts taken from an article in the ELM LEAVES – March 4, 1954*

### Proposed Area Includes 15 Square Miles, About 9,000 Population

A census will be started immediately and petitions will be circulated in the near future for the incorporation of a fourth class city in the Town of Brookfield, to be known as the City of Brookfield, it has been announced by the committee for the organization of the city.

The proposed city area includes approximately 9,000 persons in 15 square miles, and the committee, with Richard W. Cutler, their attorney, estimates that the population is currently growing at the rate of 2,000 persons a year. By December of 1956 the population, at present trends will reach 15,000, and even if the present trends slow considerably, a population of 15,000 persons may be expected before 1960.

Assessed valuation of the area is estimated at \$26,000,000. The committee wishes to continue

police, highway and fire services so they will be available to both the city and the town and thus avoid any unnecessary tax duplication.

Members of the

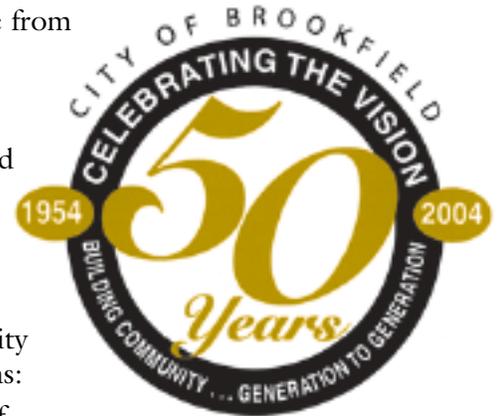
incorporation committee are Franklin Wirth, Chairman; Guy Kieckhefer, Secretary; Kenneth K. Port; Cutler Savage; Alex Feerick; Ross Langill; Fortney Larson; Robert Dalton; Richard Siepmann; Roy Krause; William Lowell and Sidney Dwyer.

Following is a release from the committee explaining why the committee wishes to incorporate a city, and why the specific boundaries have been selected.

“The incorporators propose to create a city for three basic reasons:

“(1) The city form of government will enable our community to control more efficiently and effectively the many problems which arise out of the current land boom in the Town. Our community will be a more attractive place to live and carry a cheaper tax load in a few years, if we, armed with the bigger powers of a city, create and enforce a sensible plan for the systematic development of our land through careful zoning and building restrictions. Such zoning and planning will seek to avoid the big cost of unnecessary future drainage projects or the effect of blight from haphazard housing or commercial development.

“(2) Incorporation as a city will protect our community from piecemeal disintegration through successive annexations and splinter group incorporations. The Village of Butler and the City of Wauwatosa and West Allis are now in our eastern unprotected six mile boundary. “(3) Incorporation as a city will increase our representation on the Waukesha County Board to a number which takes into account the rapidly expanding population in our area.”



### 2003

Population — 39,371

Sq. Miles — 27.295

Assessed Valuation —

\$4,471,472,000



Mayor Wirth and Ed Schweitzer



Brookfield 10th Birthday

The Elmbrook Historical Society has created an 18 month Calendar using wonderful old photographs. You may purchase the Calendar for \$8.00 at the Parks and Recreation office, Brookfield Farmers' Market, 4th of July Parade and the 50th Birthday Celebration. Questions? Please call (262)784-0857.

# Former Mayors



Police Chief Jerry Wolff and Mayor Mitchell



Mayor Wirth  
Bicentennial



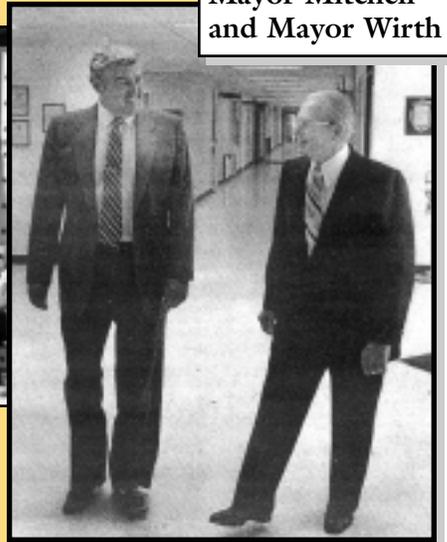
Mayor Mitchell  
and Mayor Wirth



Brookfield Fire  
Department 1977



Mayor Mitchell  
Water Treatment  
Plant Addition



Mayor Bloomberg



Mayor Bloomberg —  
Groundbreaking of  
Fox Brook Park



Mayor Bloomberg  
4th of July



Mayor Bloomberg —  
Council Meeting

(continued from page 7)

- Teach children proper playground behavior: no pushing, shoving or crowding. Tell them what equipment is appropriate for their age levels.
- Carry an emergency kit that includes any special medications that your child may need and basic first aid supplies.
- Always supervise your children at playgrounds or in the backyard.
- Check the Consumer Product Safety Commission at [www.cpsc.gov](http://www.cpsc.gov) frequently for recalls on playground equipment and children's toys.



## Staying Cool This Summer

As the temperature rises, so does the incidence of heat-related illness. When the weather gets hot follow these steps to keeping cool:

1. Wear lightweight, light-colored clothing.
2. Check with your doctor about the side-effects of medications you take. Some medications can reduce your ability to tolerate and adjust to extreme heat.
3. Plan changes in your daily routine to avoid strenuous activities during the warmest part of the day.
4. Drink water. Everyone needs 6-8 glasses of water a day in normal weather. In warm weather plan to drink more.
5. Eat small, light meals. Avoid salt and alcoholic beverages.
6. If your home does not have air conditioning, plan an activity like a trip to the mall, library, or a movie during warmest part of the day.
7. Use fans to draw heat out of the house, but not to blow directly onto you.
8. Water cools the body 25 times faster than air, so try a cool shower or bath, or wiping with a wet cloth.
9. If you experience dizziness, nausea, muscle cramps, a rapid heartbeat, or difficulty breathing call 9-1-1 immediately.
10. If you are able, check in on neighbors and relatives who might need additional assistance during very hot weather.
11. Remember to ask for help if you need it. Many agencies offer seniors help with cutting the grass, making meals, and other chores that become especially difficult in this type of weather. If you

need assistance contact the Waukesha County Department of Senior Services at (262) 548-7828.

## CBFD Named Career Service of the Year

The CBFD has been awarded the Full-time/Career Service of the Year from the Wisconsin EMS Association (WEMSA). This award is presented to one agency each year, for their outstanding contribution to EMS in Wisconsin. Our department was chosen through an intensive process that included nomination by a WEMSA member, a review and ranking of the nomination application, and a site visit. The award was presented in January at the 2004 WEMSA conference.

In a followup article in the WEMSA magazine said, "...Department leadership have been willing to take chances and do things differently rather than conforming to more comfortable ways of operating. Clearly this organization looks to take the correct path rather than the easy one." And that makes us very proud!

## Brookfield Farmers' Market

The 14th season of the Brookfield Farmers' Market opened Saturday, May 8th. Located on the east parking lot of City Hall, 2000 N. Calhoun Road, the market is open Saturday mornings 7:30 a.m. to noon, through October 30th.

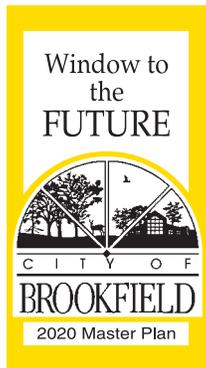


With farmers and merchants from throughout the state selling their Wisconsin grown or produced items, the farmers' market is the perfect place to buy annuals, perennials, flowers, meats, cheese, bakery and fresh produce in season. Live music and demonstrations can be enjoyed throughout the season. Reap the benefits of the Free Frequent Shopper Rewards Program. Get your punch card & details at the market information table. Call Bobbi at 262-784-7804 for information or visit [www.brookfieldfarmersmarket.com](http://www.brookfieldfarmersmarket.com).

# Community Development Department

## Brookfield's Initiative Near Brookfield Square/Executive Drive

A project has been proposed that will build new streets, improve intersections, upgrade utilities, create a public square, and complete other improvements paid for by new taxes that are generated by the project rather than burdening existing taxpayers.



### 2020 Master Plan

In 1999, the City developed its Year 2020 Master Plan document, which outlines the City's vision for the community through 2020. The 2020 Master Plan recommends that Brookfield pursue "balanced growth,"

whereby limited future commercial development and redevelopment will offset the increased costs of providing services to City residential taxpayers. The City's approach at encouraging commercial development in limited areas will ensure Brookfield's future as primarily consisting of single-family homes in stable, healthy neighborhoods, but also a community with strong retail, business, and industrial areas creating a diversified tax base. The 2020 Master Plan also recommended the City consider establishing a Community Development Authority, and consider utilizing Tax Incremental Financing (TIF) as a tool to finance public improvements that assist in sustaining limited commercial growth.

### What is TIF?

TIF is a financial mechanism for funding public improvements – streets, utilities, land acquisitions, etc. – that support development or redevelopment projects which address needs to rehabilitate properties or blighted conditions, replace obsolete uses, or build industrial parks. The Wisconsin Legislature established TIF as a tool for cities and villages in 1975. One of the fundamental goals is to promote tax base expansion in areas that generally would not occur, would not occur in an orderly manner without public improvements, or would be enhanced by public improvements for the overall benefit of a specific area. A Tax Incremental District (TID) is an area specifically identified by a municipality in which the community implements TIF.

### How does a TIF work?

When a TIF district is created, the current aggregate

equalized value of taxable property in the TID is established by the Wisconsin Department of Revenue. This is called the Tax Incremental Base ("Base Value"). The city then installs public improvements, and property values and resultant taxes grow. New taxes paid on the increased value are used to pay for projects in the TID undertaken by the city. This is the Tax Increment ("Increment"). The county, school district, and technical college do not benefit from new taxes collected on increased values, or Increment, until project costs have been recovered. After that, new taxes are shared with all taxing entities and everyone gains. All current tax revenues from the Base Value continue to be forwarded to all taxing authorities – city, county, school district, technical college, i.e. there is no decrease in the amount of revenues upon which taxing authorities are currently relying.

### How does a TIF impact Brookfield taxpayers?

Public improvements which are included in TIF districts are not financed using existing property tax revenues. These improvements are financed by new tax revenues from the increased valuation in the TID.

### Tax Increment District #3

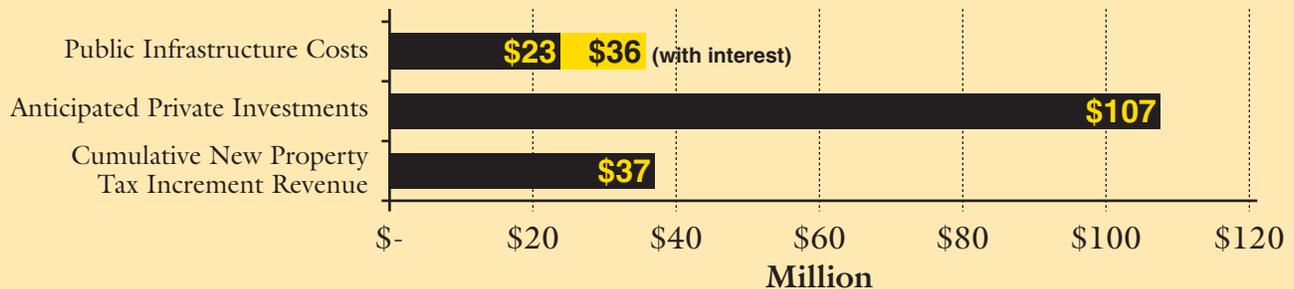
Brookfield's Community Development Authority has prepared a draft project plan for proposed Tax Increment District #3, an area surrounding the Brookfield Square Shopping Center and Executive Drive Office Park. The redevelopment of the Brookfield Square/Executive Drive Area is the City's top priority (2004 Strategic Plan) and involves more than just the revitalization of the mall. It is also a strategy to create the greatest long-term sustainable value to the community in the City's main business district. The Project Plan outlines a strategy for the City to influence and induce private-sector development within the District through the construction of public infrastructure and facilities. Some of the construction would be of an "infill" type such as replacing parking lots with buildings.

The City anticipates the construction of approximately \$23 million in public improvements (streets, utilities, streetscape, public square/park, and parking deck supporting infill development). Costs for streets and streetscape improvements (\$4.7 mil.), a parking deck (\$4.0 mil.) and storm sewer improvements (\$3.0 mil.)

*(continued on next page)*

# Community Development Department

## Preliminary TID #3 Costs/Revenues



*(continued from previous page)*

comprise 51% of estimated public costs. It is anticipated that this investment (\$36 million when the cost of financing is added) will induce approximately \$107 million in new private-sector development value. The \$107 million in new valuation is projected to generate cumulative tax increment revenue of over \$37 million over the projected 23-year life of the TID. Therefore, for every \$1 of private investment, \$3 or more of private investment is anticipated. Finally, the \$36 million in costs is offset by \$37 million in new taxes. The City's strategy is to take proactive steps to re-energize the office park and shopping center area to ensure a healthy economic future in light of increasing

competition from newer office parks, Mayfair Mall, and other newer retail areas.

At the termination of the district, approximately \$2 million of new taxes will be shared each year among Elmbrook Schools, the City, Waukesha County and the Waukesha County Technical College.

For additional information regarding TIF or the Draft Project Plan for TID #3, please visit the City of Brookfield web site, at [www.ci.brookfield.wi.us](http://www.ci.brookfield.wi.us): click on 'Brookfield to Business,' then 'Projects, Policies and Reports,' then 'Neighborhood Plan.' For additional information, please contact Daniel Ertl, Director of Community Development, at (262) 796-6695, or via email at [ertl@ci.brookfield.wi.us](mailto:ertl@ci.brookfield.wi.us).

## Brookfield Senior Center

The Brookfield Senior Community Center offers a variety of leisure and recreational opportunities to all area senior citizens. Whether you're looking for entertainment, educational or social opportunities, you can find something that will peak your interest by reviewing the activities available.

Regular scheduled activities include Armchair Travel, Movies, Sheepshead, Line Dancing, Mah Jongg, Bridge and Tai Chi. Instructional programs such as drawing class, exercise, and watercolors are also available. Other groups that



meet at the center and encourage participation are the Quilting Angels and Fun Luv'n Grannies.

We encourage you to come and "Discover the Benefits" we provide. We invite you to get a first hand experience anytime by stopping in and visiting the Center. If you haven't seen our newsletter, call or stop by the Parks and Recreation Department to pick one up to view the complete schedule of events and activities.

Membership for seniors 60 and older is free to all Brookfield residents. You may register at the Parks and Recreation Department Office during our regular hours of Monday-Friday, 8:00 a.m.-5:00 p.m. Non-residents are required to pay an annual fee of \$12.00. The Senior Community Center is located at 2000 N. Calhoun Road. For more information, call the Brookfield Parks, Recreation and Forestry Department at 262-796-6675.

# Parks, Recreation and Forestry Department

## Mosquito Control Program Update

The City's ongoing integrated mosquito management program (5th year) is based upon the recommendations of the Centers for Disease Control and Prevention (CDC) and includes the following primary components:

### Larviciding

The City has received a permit from the Wisconsin Department of Natural Resources to again apply biolarvicides to wetlands in the City for the control of disease (West Nile Virus) transmitting mosquitoes. The City's program utilizes a consultant to perform ongoing population monitoring and surveillance as well as the application of the biolarvicide when mosquito larvae counts warrant treatment.

The treatment areas are comprised of approximately 1,100± acres of public and/or private (with permission) major wetland/floodland tracts. The specific areas that are to be treated include: the wetlands adjacent to the Fox River between Springdale Road, running east and then north to Capitol Drive (including Mitchell Park and wetlands south of Voigt Soccer Park); Rolling Meadows Park and adjoining wetlands east to Pilgrim Road and north of Bluemound Road; Wirth Park wetlands (north and west of the park) and the wooded area of Wirth Park South; and the Butler Ditch wetlands corridor east of Pilgrim Road, running north and east of Capitol Drive to Hampton Avenue. Treatments will occur as conditions warrant and funding permits (i.e. 2 - 3 treatments per season).

The biolarvicide that is utilized, VectoLex CG, is a natural occurring soil bacterium that is granular in form (i.e. not a liquid or spray) and will be applied by helicopter utilizing GPS navigational technology to assure accuracy in identifying treatment locations. There are no restrictions for public use of the treated areas. However, park users are cautioned to avoid utilizing the areas of the park while treatment operations are being conducted.

The program will have the flexibility to be expanded to include surveillance/monitoring and possible treatment of stormwater facilities (i.e. catch basins, inlets, etc.) and/or wastewater treatment facilities as identified and practical throughout the City in collaboration with the Department of Public Works.

### Adulticiding

The adulticiding program includes regular treatments of community-wide parks and large group public gathering places as necessary and surveillance program indicates.

A summary of the City's Mosquito Control Management Program and maps of the treatment areas are available at the Parks and Recreation Office. Watch for additional updates on the website or through the news media. Treatment dates and ongoing information may also be obtained by calling the Mosquito Program Information Line at 262-796-6711.

## Mosquito Control and West Nile Virus

### What Property Owners Can Do to Help Reduce the Risk

A critical element of an effective integrated mosquito management program includes community outreach and public education and the practice of source reduction. Source reduction is a community effort to alter or eliminate mosquito larval habitat to prevent breeding wherever practicable. Residents and businesses are encouraged to engage in habitat alteration or elimination activities such as the proper disposal of used tires and the cleaning of rain gutters, bird baths, and unused swimming pools or any other types of vessels/containers/areas that will hold water and serve as potential breeding areas. In addition, other habitat alteration or elimination activities performed by the City include ongoing streambank clearing and restoration, catch basin and/or storm inlet cleaning, and container removal.

The Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) has prepared a Fact Sheet on "Mosquito Information for Homeowners" regarding West Nile Virus. Copies are available at the Parks, Recreation & Forestry office or can be obtained through the DATCP web site at <http://datcp.state.wi.us>.

A variety of pamphlets, fact sheets, brochures and other materials are available at the Parks, Recreation and Forestry office that will provide information related to mosquito biology, personal protection, appropriate source reduction around the home, and the overall City integrated mosquito management program.

*(continued on next page)*

(continued from previous page)

## Civic Plaza Concerts Series

All concerts will be held at the Civic Plaza, 2000 N. Calhoun Rd, just north of City Hall. Bring your lawn chairs and enjoy these free concerts with family and friends. During the noon concerts Cousins sub sandwiches and soft drinks are available for purchase. Snacks and soft drinks are available at the evening performances. No rain dates will be scheduled. All music is provided by Les Artistes Agency.

### Elmbrook Memorial Hospital Presents the Noon Concert Series



*Wednesdays 12:00 noon - 1:00 P.M.*

#### June 16 — Above the Town

Whichever way you want your bluegrass, this quartet can swing it, twang it, or jazz it up!

#### June 23 — Gabriel's Horns

This classical brass quintet travels through over 900 years' of music with majestic virtuosity and grace.

#### June 30 — Adekola Adedapo

One of Milwaukee's Grand Dames of jazz lets loose with plenty of scat and sass. Journey through some standards, some blues and some surprises with the elegant Adekola.

#### July 7 — Lil' Rev

Relax to some original porch music as this minstrel brings you musical treasures from America's past, on harmonica, mandolin, or guitar.

#### July 14 — Joe Ketchum & Chris Hanson

Chris and Joe make fiddling look easy, with a touch of jazz and a hint of swing. Their song list, for guitar and violin, just goes on and on. They'll most likely play some of your favorites, with great energy and verve

#### July 21 — 3 Smart Girls

They're smarter than ever! This trio of effervescent performers offers a sharp and highly polished repertoire of standards, show tunes, and favorites from the 40's to the 70's.

#### July 28 — Shear Delight

These four bowtied gents have delighted audiences for over fifteen years. Shear Delight can make "new songs sound old" and "old songs sound better," so unfurl your parasol and bring a jug of cool lemonade for an old-style noontime picnic.

#### August 4 — Liz Staehler Quartet

Hey! There're only three people in the Liz Staehler

Quartet! Liz lays sassy vocals over her own jazz piano playing; add up bass and drums, and that makes four!

#### August 11 — Frogwater

Milwaukee's favorite Celtic good-time band comes to Brookfield just in time for Irish Fest! The land o' the green meets the melting-pot in Frogwater's mix of acoustic strings, fiddle and harmonica. They'll play you a jig or a reel or pull something unexpected out of their crazy-quilt bag of tunes. Be prepared for anything.

#### August 18 — Michael Drake

Our "resident master of island vacation music" will save you the cost of plane tickets. Just stay home and take in the tropical breezes with Michael's special calypso blend!

## Evening Concerts

*Wednesdays 7:00 – 8:15 P.M.*

#### June 9 — Donna Woodall Group

The first of this summer's great divas, Donna delivers jazz, pop, swing and blues with smoky sweetness.

#### June 23 — Jim Liban

Worldclass harpman Jim Liban brings his classic blues harmonica to the Plaza.

#### July 14 — Freistadt Alte Kameraden

Old World musicians transport you back to the biergartens of old, with a summer's evening of polkas, drinking songs, and gemütlichkeit.

#### July 28 — The Amigos

The Amigos are back again with their spicy Latin rhythms. Spontaneous human conga lines form when the Amigos get fired up!

#### August 11 — Ain't Misbehave'n'

*(City of Brookfield 50th Birthday Celebration)*

Ain't Misbehave'n' will provide your favorite songs from the 50's and 60's. This group will provide great music to include Ballads, Blues, Rock and Jazz.

#### August 18 — Barbara Olsen

Barb's lovely, minty-fresh vocal style is a treat, especially in the heat of summer. Cool off with Barbara's jazz and pop stylings.

## Independence Day Parade Planning — July 5th, 2004

Now is the time to get involved with the City's Independence Day Celebration. The Parade will be held on Monday, July 5th at 10:00am. The route will

be on Calhoun Road between Gebhardt Road and North Avenue.

All civic groups, businesses, churches, youth clubs and entertainment acts are invited to participate in the festivities.

There are several ways a group can be involved:

- Participate in the parade.
- Sell food or beverages at Family Fest to raise funds for an organization.
- Volunteer two - four hours in the morning to help with the parade.

We are also looking for people who are interested in getting involved in the planning and organizing of our parade. Be a member of the Parade Committee and be a part of this great community special event!

For more information contact the Parks, Recreation and Forestry Department at 262-796-6675.

## Family Fest & Fireworks — July 5th

Mitchell Park will again host Family Fest, the annual pre-fireworks event sponsored by US Bank in cooperation with the City, with activities taking place from 5:00-9:00 PM. Family oriented activities will be offered including games, contests, food, and entertainment for all ages. If your civic group, youth group, business, or other community group would like to be involved in this year's festivities, please contact the Parks and Recreation Department at 796-6675. The annual fireworks show sponsored by North Shore Bank will also be held at Mitchell Park beginning at approximately 9:15 p.m. Arrive early to get a great viewing location for this spectacular display.

## Mitchell Park — Future Plans

The Parks and Recreation Commission has initiated planning for future development phases of Mitchell Park which will include:

- A comprehensive system of connecting multi-purpose, multi-seasonal paths/trails, as envisioned in the Master Plan, to include an external connection to Waukesha County Fox Brook Park to the west
- Additional family and group picnic areas with shelters and related parking.

Interested residents will have an opportunity to review and comment on the proposed plans at a Public Informational Meeting and Open Forum to be held on

Wednesday, June 23rd at the Mitchell Park Pavilion (19900 River Road). The meeting will be conducted in an open house format and interested individuals are cordially welcome to attend any time between the hours of 5:00 - 7:30 p.m. The preliminary plans, aerial photographs, and other exhibits will be on display and there will be an opportunity to ask questions, exchange information and offer suggestions regarding the plans with City staff and consultants.

In addition, the Brookfield Parks and Recreation Commission will receive public comment pertaining to the proposed plans as part of their regular meeting on Monday, July 12th, 7:00 p.m. in the Common Council Chambers of Brookfield City Hall, 2000 N. Calhoun Road. Questions about the meetings or the plans in general may be referred to Bill Kolstad, Director of Parks, Recreation and Forestry, 262-796-6675.

## 2004 Civic Plaza Cinema — FREE — 8:45 pm

The Brookfield Parks, Recreation & Forestry Department and the Brookfield Library offer a night out under the stars and in front of the big screen. Come early for a concert, stay late for the movie.

**June 23 — DIAL “M” FOR MURDER (PG)**  
*Ray Milland, Grace Kelly, Robbery Cummings.*

**July 28 — CREATURE FROM THE BLACK LAGOON (G) — IN 3D!**  
*Richard Carlson, Julie Adams*

## Senior Bus Tours

The Brookfield Parks and Recreation Department offer trips for senior citizens to various theater stage productions. The trips provide motor coach transportation from the Senior Community Center to the Fireside Theater in Fort Atkinson as well as some Chicago area theaters. A luncheon is included with each trip. Please contact the Parks and Recreation Office at 262-796-6675 for further information.

Upcoming tours are:

June 30 — “The Pajama Game” — Marriot Theatre, Lincolnshire, IL

July 22 — “Fiddler on the Roof” — Drury Lane Theatre, Oakbrook, IL

Sept. 30 — “South Pacific” — Fireside Theatre, Fort Atkinson, WI

# For Your Information

## Help Wanted

The City of Brookfield is in the process of setting up a government cable channel to inform its' citizens. We will be televising the Common Council meetings as well as televising an information bulletin board. The City would like to establish a volunteer group that would be willing to tape Common Council meetings and possibly other events in the future. Interested individuals should be willing to learn new technology and work a few evenings a month. We expect to have the system up mid summer.

If you are interested in the opportunity to work with new technology and give something back to your community, please contact Kris Schmidt, City Clerk, at 796-6653.

## Garbage Pickup Delayed One Day the Week of July 4th

Garbage pickup will be delayed one day the week of July 4th. Monday, July 5th pickups will occur on Tuesday, July 6th. Normal Friday pickups will be on Saturday, July 10th.

## Recycling Center Hours

**Tuesday and Thursday:** May through November, 1 p.m. to 7 p.m.

**Saturday:** All year (except holidays) 8 a.m. to 5 p.m.

## Brookfield Jaycees Skate Park

Open daily from 9:00 a.m. to dusk, weather permitting, with no use after 8:00 p.m. The facility is open to inline skaters and skateboarders only. Skaters are encouraged to wear the appropriate safety gear when skating. If you have questions, please contact the Parks, Recreation & Forestry office at 262-796-6675.

## Reserving Park Facilities

Park facilities, tennis courts, ball fields, picnic areas, Wirth Aquatic Center, Mitchell Park Pavilion, Senior Center and picnic kits may be reserved for use by Brookfield residents and/or groups for meetings, gatherings, or picnics. Call the Parks, Recreation & Forestry Office for eligibility requirements, availability and rates at 262-796-6675.



2000 N. Calhoun Rd.  
Brookfield, WI 53005  
[www.ci.brookfield.wi.us](http://www.ci.brookfield.wi.us)

PRESORTED  
STANDARD  
U.S. POSTAGE PAID  
BROOKFIELD, WI  
PERMIT NO. 99

RESIDENT/BUSINESS  
BROOKFIELD, WISCONSIN