

CITY OF ONALASKA MEETING NOTICE

COMMITTEE/BOARD: Parks & Recreation Board

DATE OF MEETING: March 23, 2015 (Monday)

PLACE OF MEETING: 415 Main St. (City Hall – Room 112)

TIME OF MEETING: 5:15 P.M.

PURPOSE OF MEETING

1. Call to Order and roll call.
2. Approval of minutes from the previous meeting.
3. Public Input (Limited to 3 minutes/individual)

Consideration and possible action on the following items:

4. Authorization to upgrade Omni Center facility scheduling software.
5. Authorize Clearwater Farms to use adjacent City property as pasture area for their animals.
6. Approve Operation and Maintenance Assistance Agreement at Onalaska Aquatic Center. (proposals due at 1:00 on March 19th)
7. Review and discussion of 2015 Comprehensive Plan Update, Chapter #6 – Agriculture, Natural, & Cultural Resources.
8. Onalaska Park and Recreation 2014 Annual Report
9. 2014 Urban Deer Management Report
10. Update on Omni Center Chiller Replacement project
11. Report from Onalaska Enhancement Foundation
12. Report from Great River Landing Committee
13. Director's Report
 - a. Parks Update
 - b. Recreation Update
 - c. Aquatic Center Update
 - d. Omni Center Update

Adjournment

PLEASE TAKE FURTHER NOTICE that members of the Common Council of the City of Onalaska who do not serve on the Board may attend this meeting to gather information about a subject over which they have decision making responsibility.

Therefore, further notice is hereby given that the above meeting may constitute a meeting of the Common Council and is hereby noticed as such, even though it is not contemplated that the Common Council will take any formal action at this meeting.

NOTICES MAILED TO:

Mayor Joe Chilsen
*Ald. Erik Sjolander
Ald. Jim Olson
Ald. Jim Bialecki
Ald. Jack Pogreba
Ald. Harvey Bertrand
Ald. Bob Muth
City Attorney Dept Heads
La Crosse Tribune Charter Com.
Onalaska Community Life
WIZM WKTY WLXR WKBH
WLSU WKBT WXOW

*Gretchen Newhouse
*Andrea Benco – Chair
*Brian Udermann - Vice Chair
*Mitch Moths
*Andrea Vogler
*Sue Peterson

Onalaska Public Library

*Committee Members

Notices Posted and Mailed: 3-19-15

In compliance with the Americans with Disabilities Act of 1990, the City of Onalaska will provide reasonable accommodations to qualified individuals with a disability to ensure equal access to public meetings provided notification is given to the City Clerk within seventy-two (72) hours prior to the public meeting and that the requested accommodation does not create an undue hardship for the City.

Eklund, Elizabeth

From: slcollas@yahoo.com
Sent: Saturday, January 31, 2015 12:24 AM
To: Wick, Dan
Subject: Re: open field

Hi Dan,
Thanks for contacting me! We were hoping to just expand our pasture area in the summer. Our animals could sure use more grazing space and since that field is just baled or mowed throughout the summer, we were hoping our animals could just eat the grass. They would surely keep it neatly trimmed:). It would also allow the public more viewing area of the animals. We would erect a fence just like the ones we have around our other pastures. We would also, clean the field twice a day as we do our fields. Again, we would use it intermittently throughout the summer to help feed our animals. We have a water source right next to the field in our garden so, it would be ideal. As the area adjoins the farm, it seems like a natural fit. We could surely provide any liability insurance if needed. If you have any other questions, please let me know! I had talked to the mayor originally and he said to talk to Jim about the idea to see if this could work.
Thanks for your time and let me know what else I can do!
Thanks
Shari

Sent from Yahoo Mail on Android

From: Wick, Dan <dwick@cityofalaska.com>;
To: shari@clearwaterfarm.org <shari@clearwaterfarm.org>;
Subject: open field
Sent: Fri, Jan 30, 2015 8:07:30 PM

Shari,

Jim Bialecki contacted and said you talked to him about using the open field next to Clearwater Farm. Please let me know what you have in mind with this area and I will take it forward through the City committees and see if we can make it happen.

Dan

Daniel D. Wick
Director of Parks and Recreation Dept.
415 Main Street

6.0 Agriculture, Natural and Cultural Resources

6.1 Existing Conditions

6.2 Existing Agricultural, Natural, and Cultural Programs

6.3 Summary of Existing Conditions

6.4 Goals, Objectives and Policies

*Wis. Stats. 66.1001(2)(e)
(e) Agricultural, natural and cultural resources element. A compilation of objectives, policies, goals, maps and programs for the conservation, and promotion of the effective management, of natural resources such as groundwater, forests, productive agricultural areas, environmentally sensitive areas, threatened and endangered species, stream corridors, surface water, floodplains, wetlands, wildlife habitat, metallic and nonmetallic mineral resources consistent with zoning limitations under s. 295.20 (2), parks, open spaces, historical and cultural resources, community design, recreational resources and other natural resources.*

Understanding the resource base of a community provides an important context for the development of goals, objectives, and policies for the conservation and management of agricultural, natural, and cultural resources. Within the following element, various components of the community resource base are examined at a broad level, or “planning scale”. The purpose of this examination is to provide the City of Onalaska with the necessary information to make informed decisions and recommendations about future growth and preservation of these resources.

6.1 Existing Conditions

Agricultural resources are very important to the social and economic characteristics of the City of Onalaska, surrounding communities, and La Crosse County. Many area jobs are generated by agricultural businesses as well.

Natural resources are significant in the City of Onalaska as they contribute to how the area is developed. Many natural resources that are in close proximity to Onalaska also act as recreational amenities for residents and landowners, which contributes to the quality of life in and around the City.

Cultural resources are important because of the history they hold. These resources are often able to tell stories about past events and residents that have been influential to Onalaska, in addition to shaping current events.

Local Agricultural Industry Trends

Agriculture is an important element of the social and economic characteristics of Onalaska and La Crosse County. Historically, the Mississippi River has been used to transport goods, including produce, throughout the region and world. In 2014, there are 18 parcels and 288 acres within the City of Onalaska that are assessed as agricultural. Much of this is on the crest of bluffs and is not readily farmable. Productive agricultural acres most likely is near 50 acres within the City.



Changes in agriculture due to socio-economic conditions and the development pressures to convert agricultural land to other uses can have profound impacts on communities that have historically been tied closely to agricultural production. La Crosse County agriculture is diverse with a wide variety of products being produced. Table 6-1 indicates the agricultural-related commodities that generate the most sales in La Crosse County.

Table 6-1
La Crosse County's Top Commodities
(sales by dollar value, 2012)

Milk	\$29.6 million
Grains	\$15.6 million
Cattle and Calves	\$8.7 million
Hogs and Pigs	\$3.6 million
Other Crops and Hay	\$0.95 million

Source: University of Wisconsin-Extension

In 2012, there were 748 farms in La Crosse County, down from 821 in 1987. The average La Crosse County farm size was 235 acres in 1987. By 2012, that number had decreased to 212 acres.

The State of Wisconsin saw significant fluctuations as well. In 1987 there were 75,131 farms in Wisconsin. By 1997, this number had dropped to 65,602, a 12.7 percent decrease. However, by 2012, the number of farms had increased to 69,754, a seven percent decrease from 1987.

The average farm size in Wisconsin has been declining. In 1987, the average Wisconsin farm size was 221 acres. As of 2012, the average farm size was down to 209 acres, over a five percent decrease.

Most of the farms in La Crosse County are owned by individuals or families, as shown in Table 6-2 below.

Table 6-2
Number of Farms by Farm Ownership
– La Crosse County

Ownership	2007	2012
Individual/Family Farms	740	645
Partnership	81	58
Corporation - Family	12	27
Corporation - Other	4	4
Other (Co-op, Trust, etc.)	8	14
Total	845	748

Source: United States Department of Agriculture



Onalaska has seen a decrease of one agriculturally assessed parcel from 2010 to 2014. This is quite stagnant due more likely to the fact the City boundaries have been expanding, and those farming have the best land in the area for agricultural operations.

Table 6-3
Assessed Agricultural Parcels and Acreage – La Crosse County - 2010 and 2014

Unit of Government	Agricultural Parcels			Agricultural Acres			
	2010	2014	Number Change	2010	2014	Number Change	Percent Change
Onalaska	19	18	-1	282	288	+6	2.1%
Village of Holmen	55	92	37	912	1,055	+143	15.7%
Village of West Salem	20	17	-3	327	322	-5	-1.5%

Source: Wisconsin Department of Revenue

Table 6-4 shows the amount of La Crosse County agricultural land that was sold from 1998 to 2013. For the most part, agricultural land being sold remains in agricultural use. However, a substantial portion of this land is being converted to other uses. Typically, land being converted to other uses is paid a premium, however we see the opposite happening in La Crosse County.

Table 6-4
La Crosse County Farmland Sold and Converted to Non-Ag Uses - 1998 to 2013

Year	All Agricultural Land			Ag. Land Remaining as Ag. Use			Ag. Land Converted to Non-Ag. Uses			Percent of Ag. Land Converted to Non-Ag Uses
	Transactions	Acres Sold	Dollars per Acre	Transactions	Acres Sold	Dollars per Acre	Transactions	Acres Sold	Dollars per Acre	
1998	57	2,958	\$1,931	40	2,265	\$1,794	17	693	\$2,380	23.4%
1999	35	1,391	\$2,487	19	751	\$2,689	16	640	\$2,250	46.0%
2000	29	1,419	\$2,378	21	1,182	\$2,043	8	237	\$4,045	16.7%
2001	33	1,263	\$2,156	17	742	\$1,668	16	521	\$2,851	41.3%
2002	22	572	\$2,389	13	239	\$1,919	9	333	\$2,727	58.2%
2003	33	1,656	\$3,816	7	259	\$2,930	26	1,397	\$3,980	84.4%
2004	25	1,483	\$3,419	11	1,082	\$2,749	14	401	\$5,228	27.0%
2005	23	1,314	\$6,419	9	730	\$3,824	14	584	\$9,663	44.4%
2006	11	841	\$5,670	6	516	\$4,069	5	325	\$8,212	38.6%
2007	8	291	\$3,200	4	190	\$2,944	4	101	\$3,681	34.7%
2008	9	504	\$4,154	8	478	\$4,191	1	26	\$3,460	5.2%
2009	11	846	\$3,980	10	826	\$3,969	1	20	\$4,450	2.4%
2010	18	560	\$5,233	13	441	\$5,558	5	119	\$4,029	21.3%
2011	15	850	\$3,594	15	850	\$3,594	-	-	-	0.0%
2012	18	1,383	\$4,445	17	1,363	\$4,468	1	20	\$2,850	1.4%
2013	18	1,030	\$6,290	16	988	\$6,368	2	42	\$4,450	4.1%

Source: Wisconsin Agricultural Statistics Service

Urban Agriculture

Urban agriculture has been discussed at the City-level recently. Currently, there are very few practices. No livestock operations (including chickens) are allowed outside of agriculture zoned districts. However, beekeeping is allowed as a Conditional Use. Community gardening has been increasing in popularity. There are two and sometimes three community gardens in the City during the productive seasons.



A Farmers Market is held seasonally on Sundays at the Crossing Meadows parking lot. This event has grown in popularity significantly.

The Clearwater Farm is a community asset that is focused on productive agriculture. Established in 1999, this non-profit preserves parts of a 19th century Onalaska dairy farm for education, recreation and history. The farm was operational until 1998 when it was sold to a developer who opted to work with the City and residents to preserve part of the area's agricultural history. There are animals and gardens on site that need daily attention which volunteers can provide.

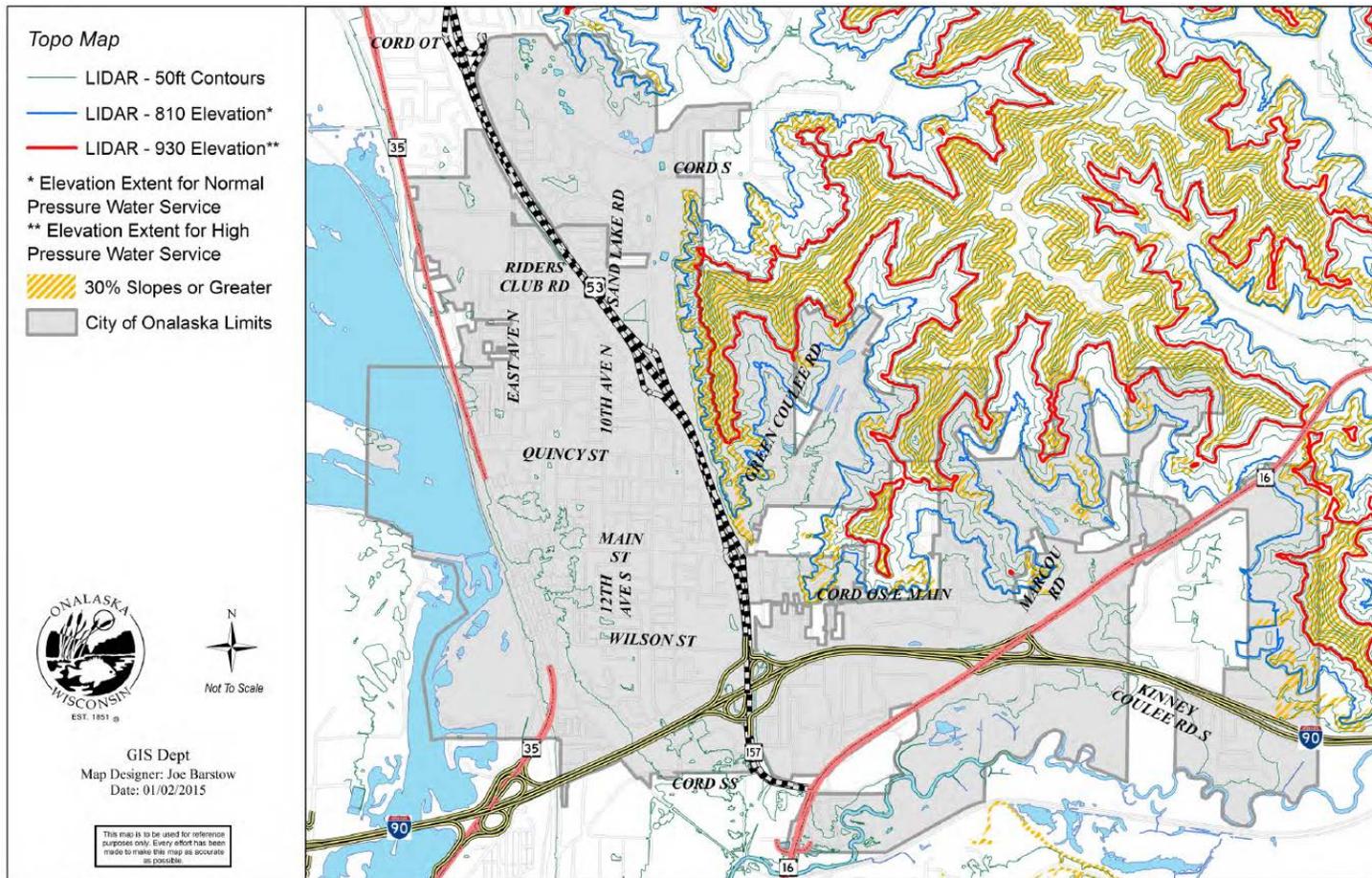
Topography

Onalaska is in the heart of the Driftless Area, which covers southwestern Wisconsin, southeastern Minnesota and northeast Iowa. The most recent glacial advance missed the area; however, the region was dissected by the glacial melt water created 11,000 years ago by the retreating glacier. The area was submerged below the meltwater, emerged and draining the land, transporting silt, sand, clay, and sediments, creating layers of sedimentary rocks. The last glacial period went around the Onalaska area, leaving the Driftless Area intact with the region's scenic ridges and valleys. Early French settlers termed the valleys as "coulees", giving the region the name the "Coulee Region". Many of the ridges have bluffs of exposed limestone, sandstone and dolomite outcroppings. Protecting these bluffs and ridgetops from poor development practices is extremely important as the population of the Coulee Region continues to grow.

The City of Onalaska elevation ranges from 700 feet to approximately 1,200 feet above sea-level. The City recognizes the importance to the bluffs and has in place bluffland protection regulations to protect the development of the blufflands.



Figure 6-1
Onalaska Elevations



Source: City of Onalaska

Bedrock Geology

The geology of the area is of the Cambrian System and the Prairie du Chien group of the Ordovician System. The geology is comprised of sandstone with some dolomite and shale. There are distinct terraces of sandy and gravelly materials that were formed during the Late Pleistocene era, some 5-12,000 years ago. Some refer to this as an Onalaska Shelf or Ledge.

Soils

A soils map below indicates the various soil suitability classes. Because of the steep topography of the City, generalities are difficult to make. Site-specific soil studies need to occur when development is proposed to be certain of the drainage, erosion, and overall suitability it has for development or agricultural practices.

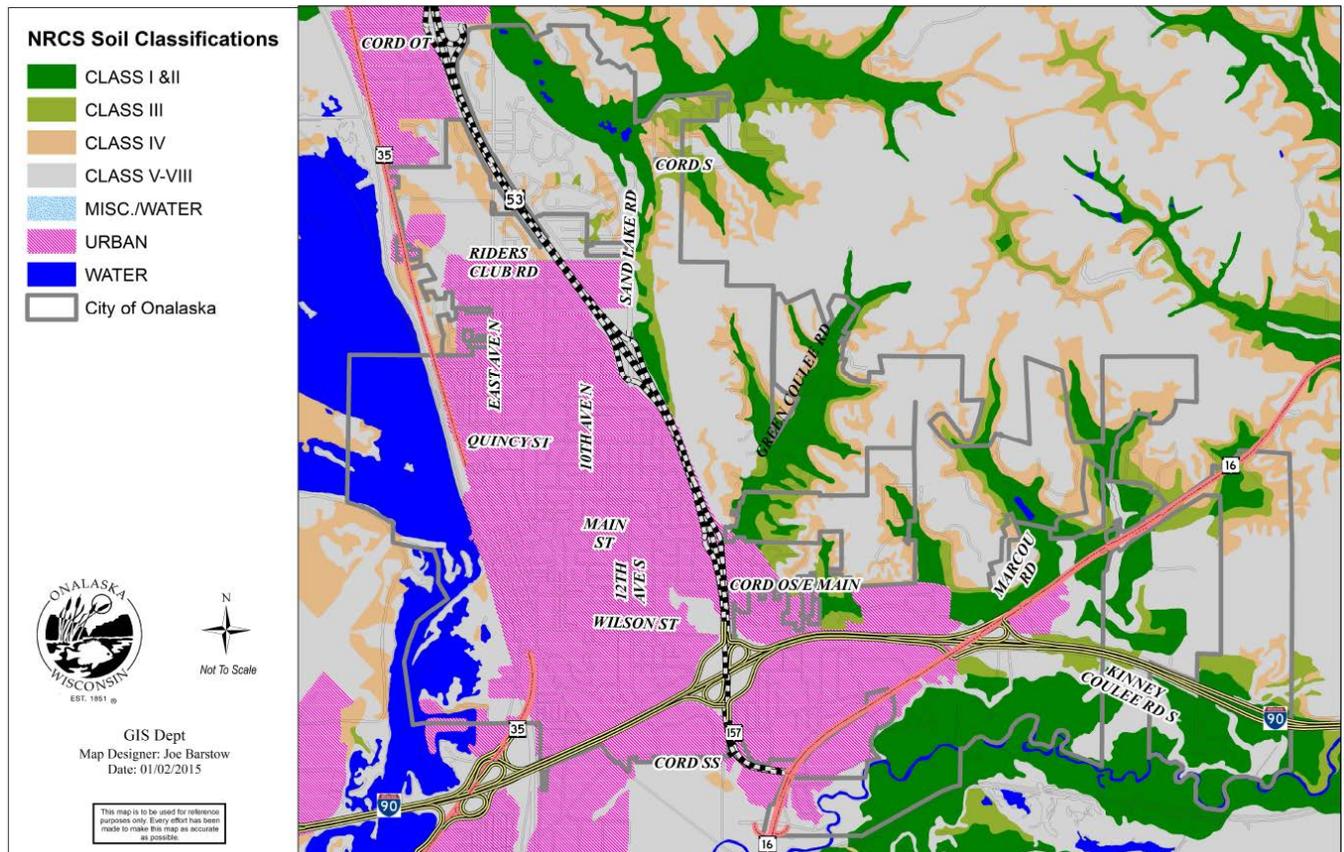
Soils matter significantly when determining the best use of the land. Soils are divided into classes to evaluate farming viability. Soil classes I-III are



Building a Better World
for All of Us™

considered to be the land best suited for farming, while soils classes IV-VIII have features that make farming difficult, if not impossible.

Figure 6-2
Onalaska Soil Associations



Source: City of Onalaska

Mineral Resources

No mining exists within the City of Onalaska. Areas north of La Crosse County have seen large increases in non-metallic mineral extraction activities. These provide the region many jobs and employment opportunities.

Watersheds and Surface Water

Lakes, ponds, rivers, streams, intermittent waterways, and natural drainage ways make up the surface waters of La Crosse County. These resources are all water bodies, standing still or flowing, navigable and intermittent, including natural drainage ways that collect and channel overland rainwater or snowmelt runoff. Natural drainage ways are characterized by intermittent streams, threads, rills, gullies, and dry washes that periodically contribute water to first-order streams. There are also many artificial drainage ways where the natural drainage ways have been altered by human activity. All of

these features have the ability to transport sediment and pollutants and are affected by their watersheds, the land that surrounds them.

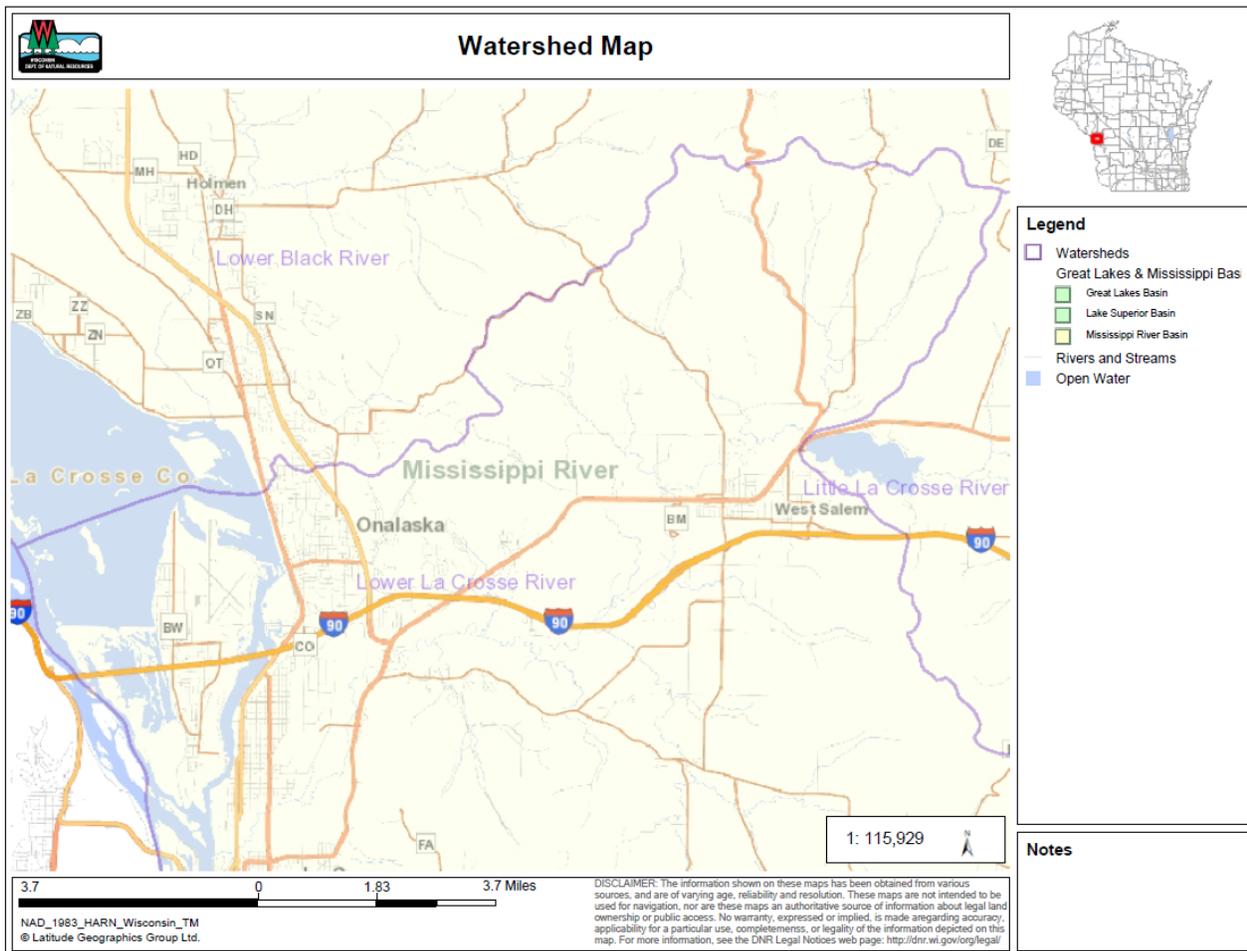
Onalaska is located in the Lower La Crosse River Watershed, which is in the northwestern part of the La Crosse-Bad Axe River Basin, which encompasses approximately 126 square miles with approximately 100 miles of streams.

The La Crosse River and the Black River are the major river corridors in Onalaska. The La Crosse River flows along the southern limits of the City and empties into the Mississippi River in La Crosse. The Black River runs along the western limits of Onalaska and flows to the Mississippi River after passing the spillway through Lake Onalaska. The City recently developed the “Building the Great River Landing” Project to improve access to the Black River and recreational opportunities.

Lake Onalaska is a heavily utilized community asset. The 7,000 acre lake has depths of up to 40 feet, but the average is eight feet deep. The lake was formed by 1937 when the U.S. Army Corps of Engineers finished the Dresbach, Minnesota Lake and Dam 7. Lake Onalaska is used for boating, sailing, fishing, hunting, birdwatching and wildlife viewing.



Figure 6-3
Onalaska Watersheds



Source: Wisconsin Department of Natural Resources

Impaired Waters

Waters can be added to the 303(d) list for two reasons:

- 1) when water quality standards are not being met
- or 2) when designated uses are not being achieved.

The La Crosse River is on the Wisconsin Department of Natural Resources (DNR) 303d impaired waters list for having a high phosphorus sample in 2012, however, available biological data do not indicate impairment. Fish consumption and recreation appear to be unaffected.

These determinations indicate that the water bodies are not meeting state or federal water quality standards, and are used to establish a method to protect and restore the quality of Wisconsin's surface waters.

Outstanding and Exceptional Resource Waters

Through the Wisconsin's Outstanding and Exceptional Resource Waters Program, the WDNR is working to maintain the water quality in Wisconsin's cleanest waters. These waters have been classified into outstanding and exceptional waters. Outstanding resource water is defined as a lake or stream which has excellent water quality, high recreational and aesthetic value, and



Building a Better World
for All of Us™

high quality fishing and is free from point source or non-point source pollution. Exceptional resource water is defined as a stream which exhibits the same high quality resource values as outstanding waters, but which may be impacted by point source pollution or has the potential for future discharge from a small sewer community.

There are no outstanding or exceptional water resources as identified by the Wisconsin Department of Natural Resources within Onalaska's boundaries.

Point Source Discharges

The WDNR regulates the discharge of pollutants to waters of the state through the Wisconsin Pollutant Discharge Elimination System (WPDES) program. This limits and sets forth a process to monitor discharges for pollutants. There are no organizations with a WPDES permit in the City. Metallics, Inc., located on CTH Z has an active WPDES permit, as does Bostwick Valley Mobile Home Park, both of which are near, but not in, the City.

Area High Capacity Wells

Many western Wisconsin municipalities utilize deeper aquifers for obtaining water supply. There are 16 existing high capacity wells in the City, including several that are for golf courses and other irrigation needs.

Groundwater

Groundwater from the Mt. Simon Sandstone Formation is the primary source of potable water. The aquifer was created by sandstone and dolomite deposited hundreds of millions of years ago. The City of Onalaska has a Wellhead Protection Plan and ordinance in place to help protect water quality. Well and drinking water information, including plans for the City to reconstruct Well #9 is further described in the previous chapter.

Shorelands

Shorelands provide valuable habitat for both aquatic and terrestrial animals and vegetation, and also act as buffers and thus serve to protect water quality. However, shorelands are also considered prime residential building areas because of their scenic beauty.

Recognizing this conflict, and in order to maintain the environmental, recreational, and economical quality of our water resources, the State of Wisconsin requires counties to adopt and enforce a shoreland ordinance.

As required by the State, shorelands are defined as:

- all land within 1,000 feet of the ordinary high water mark of a lake, pond or flowage; or
- all land within 300 feet of the ordinary high water mark of a river or stream or to the landward side of the floodplain, whichever is greater.

*"A high capacity well is any well on a high capacity property. A high capacity property is one property that has or will have one or more wells with a combined capacity of 70 gallons per minute (gpm) or more."
Wisconsin Department of Natural Resources.*



Incorporated municipalities are allowed to create and enforce their own shoreland zoning ordinances that differ from the State's regulations. The City of Onalaska defines shorelands in the same regard as the State, and is planning on updating their shoreland and wetland zoning.

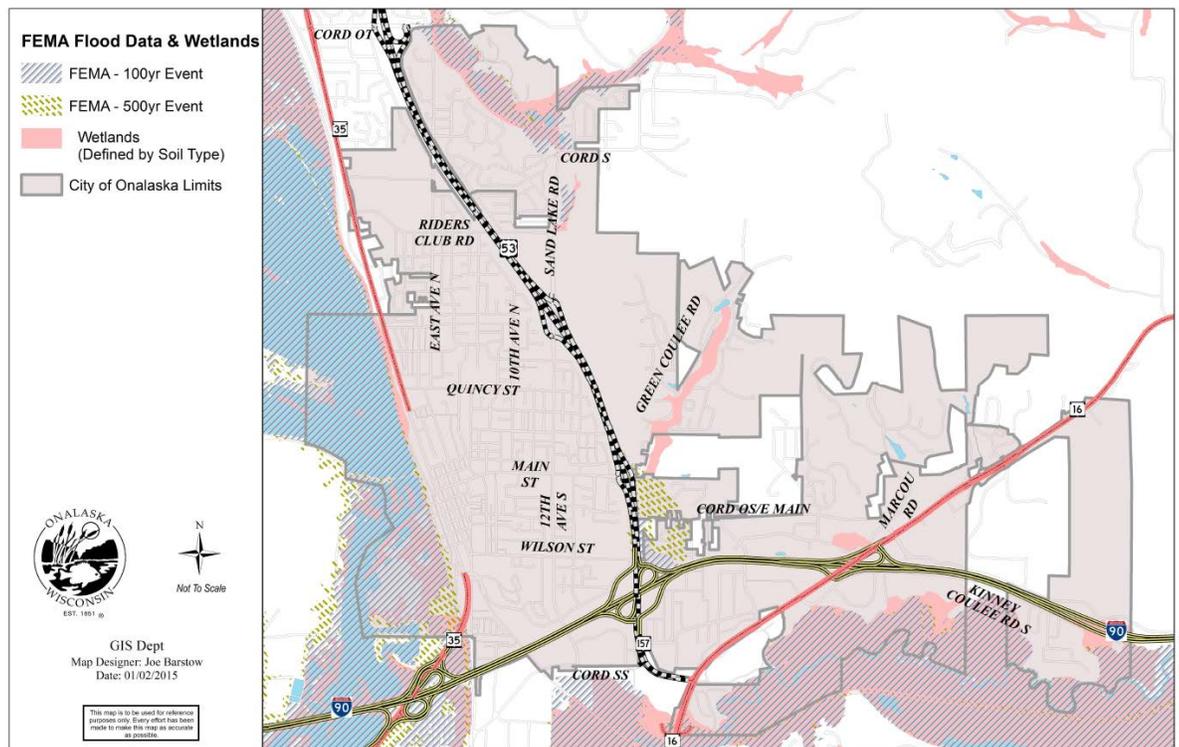
Floodplains

One sensitive land feature that most residents are aware of is the floodplain, the flood-prone lands adjacent to water bodies. Floodplains can be desirable development areas due to the proximity to lakes, rivers and streams, but pose additional problems by possibly putting residents and property at risk. Development in floodplains can also affect the environmental quality of the waterway.

According to FEMA, floodplains exist along the La Crosse River, locations adjacent to Lake Onalaska and in several spots to the east of Sand Lake Road; development is strictly prohibited in these areas. Development within the floodplain is usually assessed through the use of the Flood Insurance Rate Maps (FIRM) developed by the Federal Emergency Management Agency (FEMA).

"According to the Wisconsin Emergency Management Division, Wisconsin communities experienced significant flooding each year from 1990-2001, except 1994. A Federal Disaster Declaration was granted for nine of those years. Total damages to public and private property (including agricultural damages) during that time period totaled more than one billion dollars" (Ohm, Brian. Planning for Natural Resources. P. 28, 2002.)

Figure 6-4
Onalaska Flood Hazard Zones



Source: FEMA and City of Onalaska

“...wetlands serve a vital role in nature, are part of the balance of nature and are essential to the purity of the water in our lakes and streams. Swamps and wetlands are a necessary part of the ecological creation and now, even to the uninitiated, possess their own beauty in nature.” (The Wisconsin Supreme Court in Just v. Marinette County (1972).



It is important to remember that these maps are no substitute for site specific analysis. Natural and man-made changes in the landscape, and the age and accuracy of flood insurance maps have in some cases limited their reliability for the identification and designation of floodplains. The City also has floodplain development regulations in their zoning ordinance which should be consulted prior to any construction activity.

Wetlands

There are a number of wetland areas within the watersheds that can affect water levels of rivers and creeks flowing through the City of Onalaska. Wetlands are defined by the state statute as “an area where water is at, near, or above the land surface long enough to be capable of supporting aquatic or hydrophytic (water-loving) vegetation and which has soils indicative of wet conditions.” Wetlands may be seasonal or permanent and are commonly referred to as swamps, marshes, or bogs. Wetland plants and soils have the capacity to store and filter pollutants, replenish groundwater supplies, store floodwaters and maintain stream flows.

Due to the steep topography, isolated wetlands are relatively uncommon in Onalaska. However, there are larger wetland areas adjacent to the Black and La Crosse Rivers and along Lake Onalaska.

The Wittenberg Marsh is a 120 acre marsh located near downtown Onalaska that is subject to flooding and is used as a nesting area for Bald Eagles.

The La Crosse River Marsh is located east of STH 16 includes approximately 1,600 acres of public and private land between La Crosse and West Salem.

Steep Slopes

It is generally more desirable, both environmentally and economically, to avoid steep slopes and disrupting natural drainage ways with construction and land development. Problems with erosion and runoff pollution can occur with development on steep slopes, and flooding and wet basements can occur with drainage way disruptions.

There are numerous areas with steep slopes in the City of Onalaska, particularly to the north and east. Onalaska has an erosion control ordinance that requires an erosion control plan for land disturbance activity and requires approval of the plan before development can occur.

Forest and Woodlands

Woodlands are an important feature of Onalaska. The City is located in a region of the country known as the Prairie-Forest Border, which is a transition zone between plains and forests. Vegetation typically consists of oak forest, degraded oak savanna, grassland, dry prairie and bottomland hardwoods.

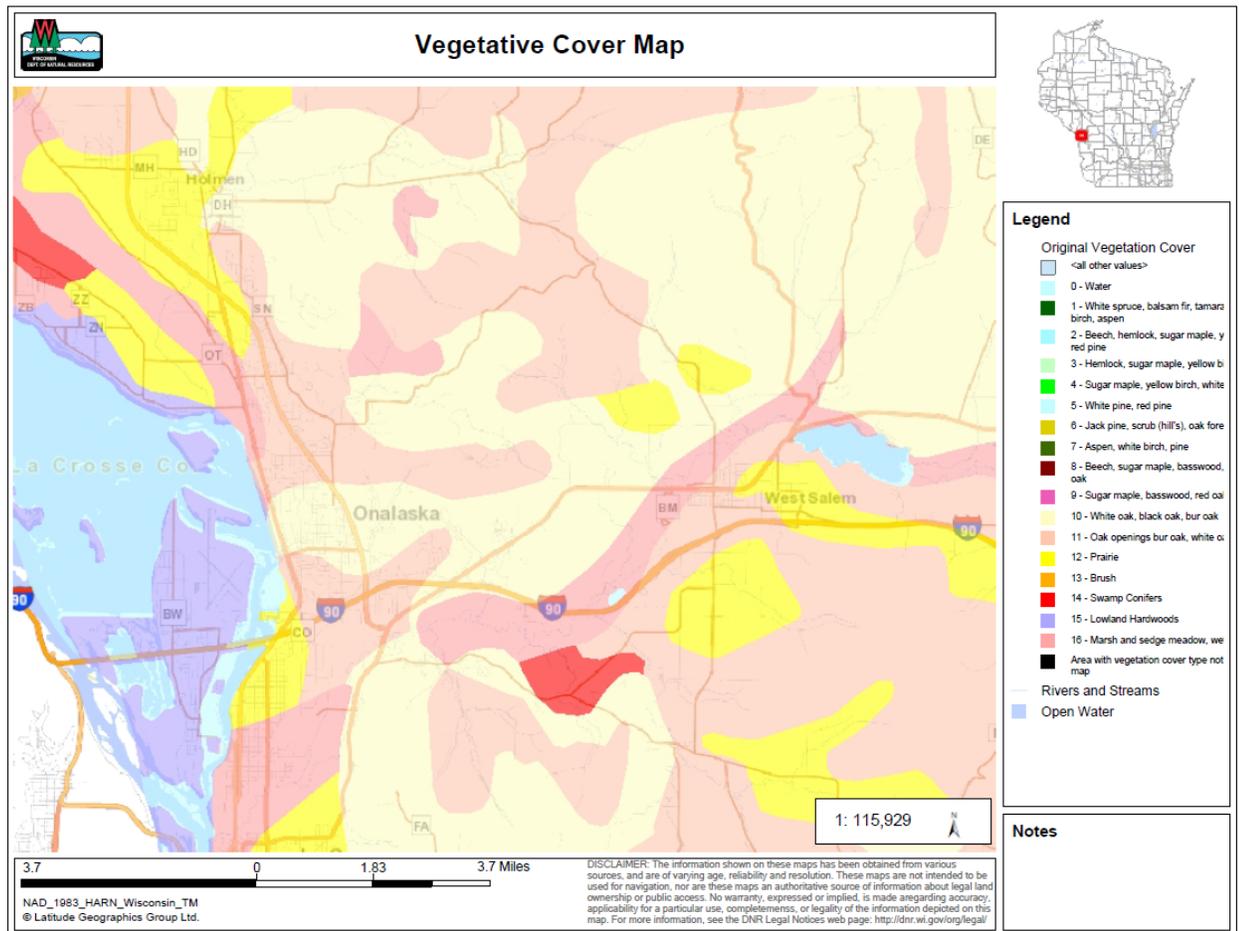


Urban forestry has been practiced by the City as the importance of trees in providing economic, ecological and environmental benefits are realized.

Onalaska is also a Tree City USA, a designation given by the National Arbor Day Foundation in cooperation with the USDA Forest Service and the National Association of State Foresters to communities who promote urban forestry programs. The City has been a member of this program for over 14 years, and recently applied for a Growth Award for having higher levels of tree care.

The Emerald Ash Borer (EAB) has been confirmed in the City in 2013. An Action Plan was developed to address the impacts this disease will have on city-owned trees (i.e., boulevard, parks, and cemetery trees). There are over 1,700 trees in rights-of-way slated to come down in a phased approach over the next three years. Replanting is recommended and will occur as budgets allow.

Figure 6-5
Vegetative Cover Map



Source: WDNR



Wildlife, Wildlife Habitat and Open Space

Scattered throughout La Crosse County are various federal, state, and local wildlife, fishery, natural and scientific areas, including private conservancy areas. These often encompass one or more of the sensitive land areas discussed previously (e.g., wetlands, forests, shorelands, prairies). These areas are managed as open space to provide important feeding, breeding, nesting, cover, and other habitat values to a wide variety of plant and animal species.

Lake Onalaska is home to and a stop-over for many animal species. Many panfish are harvested from Lake Onalaska, and waterfowl use this area as a migration rest-spot. Onalaska is known as a great bird-watching location as well, particularly near the Van Loon Wildlife Area, Perrot State Park, and Trempealeau National Wildlife Refuge, all of which are located near the City. Other birding sites include Myrick Marsh, Hixon Forest Nature Center and Goose Island.

The La Crosse River Conservancy Project contains over 1,000 acres of wetlands, floodplain and woodlands for nature-based recreation and education facilities. Access can occur through several existing community parks.

The Upper Mississippi River National Wildlife and Fish Refuge, which includes Lake Onalaska, was established in 1924 and sees many visitors annually for fishing, boating, hiking, birdwatching, hunting and general sightseeing.

The Onalaska bluffs contain over 700 acres that provide many scenic views, and have large forests and rock outcroppings.

Rare and Endangered Species and Natural Communities

According to the WDNR Natural History Inventory, La Crosse County is home to many animal and plant species, as well as natural communities that can be considered rare or endangered.

Onalaska lies within two town ranges in La Crosse County. The areas where Onalaska lies have been identified as having many endangered species and natural communities by the WDNR's Natural Heritage Inventory (NHI) (<http://dnr.wi.gov/topic/NHI/data.asp>). Due to the fluidity of this list, a comprehensive list is not provided here. References to the weblink above should be made when exploring areas and the potential for rare and endangered species presence.

These species are protected, and as such, are preserved to the extent possible.

Cultural Resources Existing Conditions

Preservation of historic and cultural resources is important to the vitality of any community. The City of Onalaska has a rich history that originally



centered on logging and railroads. While the importance of these to the region have become less prominent, they are still an important part of the City's character and history.

Archaeological

Onalaska has a rich archeological history. Native Americans inhabited the area as early as 8,000 B.C. The Oneota arrived in the Onalaska area around 1300 A.D. and were noted for their farming methods, as well as fishing and hunting. Ancestors of the HoChunk Nation settled into the area in 1634, but most left between 1848 and 1874 because of treaties with the U.S. Government. However, some descendants still live in the area today.

Onalaska has an archaeological zoning ordinance that requires developers to hire an archeologist to conduct an inventory in certain areas before they are developed. The City has identified Sensitive Areas and Highly Sensitive Areas that require careful oversight during construction. In 2003 archeologists discovered pottery that links the Woodland people, who lived in the Onalaska area, with the legendary prehistoric city of Cahokia (in modern-day Collinsville, Illinois), which dates to about 1100 A.D. Cahokia was the largest and only known prehistoric Indian settlement north of Mexico.

Along Onalaska's Highway 35 corridor and adjacent blocks, two large uncatalogued burial sites have been identified. The Onalaska Village and Cemetery site is an Oneota village site that was initially defined based on historic records. During the reconstruction of Highway 35 in 2012 a number of artifacts were uncovered. The Boat Ramp Mound Group is a mound group that included at least one effigy, documented in the late 1800s. Scattered Woodland artifacts have been found in the area.

Historic Preservation

Onalaska was founded in 1851 by Thomas G. Rowe from New York. The original plat for the City of Onalaska was registered at the State's Land Office in August 1851. By 1856 three steam sawmills were in operation and two more were under construction. A sash and blind factory, a brewery, a bakery, two blacksmith shops, a cooper shop and eight stores were doing business. By 1875 the population was listed as 680. Because of the wealth of White Pine to the north and the ability to send the pine down the Mississippi River to lumber mills in Onalaska and La Crosse, Onalaska became a flourishing lumber town. Onalaska's history is detailed in the book *From Sawmills to Sunfish* by John and Joan Dolbier.

The Onalaska Area Historical Society was formed in 1988 for the promotion and preservation of items having historical interest to the Onalaska area and the reinforcement and strengthening of awareness of our local heritage. The community created an Onalaska Historical Museum in 1989, which shares



the same building as the La Crosse County Public Library in Onalaska and houses artifacts and documents related to Onalaska's history.

In 1996, the City of Onalaska adopted a Historic Preservation Ordinance with the purpose and intent is to protect, enhance sites of special character or architectural or historic interest or value to the public. In 1997, the City of Onalaska established a Historic Preservation Commission to implement the Historic Preservation Ordinance.

The City of Onalaska was granted Certified Local Government Status for the Historic Preservation Program by the Wisconsin State Historical Society in 2001, which makes the City eligible for grant funding and recognition through the State Historical Society for Historic Preservation Efforts.

The City of Onalaska Common Council and Historic Preservation Commission designated three structures as historic in February 2000.

Onalaska Brewery / Onalaska Pickle & Canning Factory	841 2 nd Avenue SW	1884
F.E. Nichols House	421 2 nd Avenue N	1888
Onalaska State Bank	201 Main Street	1911

Two structures in Onalaska have been designed as historic structures on the National and State Register.

F.E. Nichols House	421 2 nd Avenue N	1888
La Crosse County School of Agriculture & Domestic Economy	700 Wilson Ave	1909

The City of Onalaska recently applied for a grant through the Wisconsin Historical Society to complete its very first historical survey to determine which structures may be eligible for future local, state, and/or national designation, as well as potential districts within City limits that may be eligible based on architecture and local historical knowledge. The City has identified a total of 943 residential and commercial structures within City limits that have a construction date prior to 1964 as well as a number of sites with interesting historical backgrounds. The proposed historical survey would survey residential and commercial structures constructed prior to 1974. As part of the historical survey project, education and outreach with the community would occur.



6.2 Existing Agricultural, Natural, and Cultural Programs

Numerous Federal, State, Regional, Local, and Private plans and programs exist which contribute to preservation, conservation, or management of agricultural, natural, and cultural resources in La Crosse County. Although no list can be exhaustive, a partial list is shown below.

- Farmland Value Use Assessment

This program allows farmland to be assessed based on the lands ability to produce income from agricultural uses, rather than its potential market value to developers.

- Wisconsin Farmland Preservation Program

Wisconsin farm owners are eligible to receive a state income tax credit, provided their county has a Farmland Preservation Plan in place.

- Forest Land Tax Program

These programs are run by the Wisconsin DNR and encourage sustainable forestry on private lands by offering tax incentives to landowners.

- Wisconsin Pollutant Discharge Elimination System Permits (WPDES)

This DNR operated program regulates municipal and industrial operations discharging wastewater to surface or groundwater.

- Wisconsin Historical Society

The Historical Society was founded in 1846 and helps people to connect with the past by maintaining and collecting stories and items. This organization also has grant funding available to help local communities identify and preserve historical features.

- Wisconsin's Historical Preservation Plan 2006-2015

This plan outlines specific goals and objectives to protect and enhance the state's cultural resources.

- La Crosse County Land and Water Resource Management Plan 2012-2017

Each Wisconsin county is required by state law to develop a County Land and Water Plan. It is meant to serve as a guide for local conservation efforts that are administered by various regulatory organizations.

- City of Onalaska Comprehensive Outdoor Recreation Plan 2010-2015

This plan inventoried existing recreational facilities and identified future needs.



- City of Onalaska Ordinances

Ordinances have been adopted to aid in the effort of conserving resources and protecting landowner rights, land values, and the public health and safety.

- *Building* The Great River Landing Plan

This plan discussed appropriate public investments to make Lake Onalaska more accessible and enjoyable.

6.3 Summary of Existing Conditions

This element provides an important foundation and vision for City land-use planning and decisions. In addition, numerous programs at the state and county level are available to assist the City in their planning efforts and in the protection of local agricultural, natural, and cultural resources. Protection of such resources needs to be balanced with, and can be complementary to, other community goals as discussed in the Issues & Opportunities, Land Use, and Economic Development elements.

Agricultural Resources - Existing Conditions Summary

Agriculture is a very important part of Onalaska's history. While not a dominant land class, the region's economy, including Onalaska's to a slightly lesser degree, depends on the agricultural industry for jobs.

Natural Resources – Existing Conditions Summary

The topography of Onalaska is one of slopes, some severe. Lake Onalaska, and the Black and La Crosse Rivers are the primary surface waters. These provide many recreational opportunities, but also cause hazards for building due to floodplains and wetlands.

Groundwater quality is generally good and the City has adequate capacity to serve its residents for quite some time. Land supply has been in great demand, and the City has proactively preserved the bluffs from development. These areas are also more difficult, or even impossible, to serve with the municipal water system. Wetlands play an important role in the ecology of the community, and are often viewed as unique natural amenities of the area. Future development should consider environmental features and be built in such a manner that protects them and is consistent with the character of the community.

Cultural Resources – Existing Conditions Summary

The City of Onalaska is rich in history. While many historic resources are present in the City, it is a goal of the City's to continue working with the appropriate committees to continue documenting and preserving these resources.

The effects of natural and man-made systems often resonate beyond any one community's borders."

- McKnight Foundation, re: *focus: Making Choices for Future Generations.*



6.4 Goals, Objectives and Policies

Goals and Objectives

Goal 1: Preserve the bluffs, scenic views, waterfront, wetlands, woodlands and wildlife habitat within the City and encourage the protection of these resources on surrounding lands.

Objectives

- a. By minimizing soil erosion through development regulation.
- b. By protecting habitats for federally threatened, endangered or state listed species and natural communities.
- c. By requiring natural resource features to be accurately depicted on all site plans, certified survey maps, preliminary plats and final plats.
- d. By promoting compact development, especially in the coulee areas and on or near bluffs.
- e. By utilizing purchase or conservation easements on environmentally sensitive lands when possible.
- f. Redevelop shoreland and wetland zoning regulations.



Goal 2: Encourage land use patterns and practices that are environmentally sensitive and complement the natural hydrologic system, including the balance between ground and surface waters.

Objectives

- a. By requiring proper stormwater management practices to increase groundwater recharge and minimize runoff.
- b. By preserving wetlands as essential components of the hydrologic system and as valuable wildlife habitat.
- c. By continuing to enforce the City's Wellhead Protection Plan and update the plan as necessary.
- d. By discouraging the regrading of large areas that alters natural topography and drainage patterns.
- e. By continuing to protect floodplain areas and natural drainageways from being filled or altered in any way that reduces their function.

Goal 3: Enhance public access, use and enjoyment of the community's natural and recreational resources.

Objectives

- a. By implementing the Building the Great River Landing plan.
- b. By establishing and maintaining a safe and efficient and connected system of parks, trails, pedestrian pathways, bicycle routes and greenways to provide access and safe linkage to natural and recreational resources.
- c. By promoting the cooperation and coordination of acquisition and development of natural and recreational areas among state and local agencies, individuals, businesses and foundations.

Goal 4: Identify, conserve and protect Onalaska's cultural, historical and archaeological resources.

Objectives

- a. By encouraging the preservation or rehabilitation of historically significant buildings and sites in Onalaska.
- b. By working with the Historic Preservation Commission to create a



historic inventory as buildings and sites warrant such recognition.

- c. Continue to protect important archaeological sites in and around the City via historic tax credits.

Policies and Recommendations

Agricultural Resources

- 1) Encourage the use of conservation or cluster subdivisions for residential developments in agriculturally and environmentally important areas within and adjacent to Onalaska.
- 2) Support private landowners who wish to protect their land by using conservation easements and other land protection tools, unless such measures conflict with the efficient, orderly and planned expansion of the City.
- 3) Work with neighboring jurisdictions to encourage an orderly, efficient development pattern that takes into consideration productive agricultural land and minimizes conflicts between urban and rural uses.

Natural Resources

- 1) Continue to implement tree preservation ordinance maintain a more mature urban forest post-development.
- 2) Implement the EAB Action Plan and work with property owners to encourage diverse tree plantings throughout the community.
- 3) Promote awareness of natural resources and critical resource issues in the City through public education and volunteer stewardship activities in public parks and through collaboration and partnership with local landowners, conservation groups (such as the Clearwater Farm Foundation and/or the Mississippi Valley Conservancy), public agencies, UW-La Crosse and other stakeholders.
- 4) Protect the bluffs through continued acquisition of land and/or easements along the bluff, as well as through ordinance development and enforcement.
- 5) Use the City's zoning, subdivision review and official mapping powers to protect scenic views of the bluffs and Mississippi River Valley, the downtown riverfront area, the bluffs to the east of the City and any other significant natural resources.
- 6) Maintain the City's status as a Tree City USA.



- 7) Follow the goals and guidelines in the Street Tree Inventory Report and EAB Management Plan.
- 8) The City should encourage the preservation of wildlife corridors and open space in new developments through the use of incentives and flexible regulations, such as land trusts, open space and cluster zoning, density bonuses and conservation easements.
- 9) Continue to consult the Onalaska Central Greenway Master Plan to identify and protect key linkages and provide greenway corridors and connections within Onalaska and surrounding communities.
- 10) The City should work with the DNR, the U.S. Fish and Wildlife Service and environmental groups to identify the locations where sensitive species occur within the City of Onalaska and they should cooperate with these agencies on creating maintenance plans and development guidelines to protect these species.

Cultural Resources

- 1) Work with Centering Onalaska to continue to promote downtown Onalaska and its beautification.
- 2) Consider opportunities to develop key themes and identities for the downtown, including but not limited to a public art program.
- 3) Continue to document and protect the important archaeological sites in the City.
- 4) Consider updating the Historic Preservation chapter of the Zoning Code to include specific design guidelines for historic districts.
- 5) Inventory historic properties as identified by the Historic Preservation Commission.
- 6) Continue to encourage and support property owners who wish to rehabilitate and designate their historic properties. Adaptive reuse of historic buildings should be strongly encouraged.
- 7) Maintain Certified Local Government Status through the National Park Service.



7.0 Economic Development

7.1 Existing Conditions

7.2 Assessment of Future Conditions

7.3 Local Plans and Programs

7.4 Goals, Objectives and Policies

Wis. Stats. 66.1001(2)(f)
(f) Economic development element. A compilation of objectives, policies, goals, maps and programs to promote the stabilization, retention or expansion, of the economic base and quality employment opportunities in the local governmental unit, including an analysis of the labor force and economic base of the local governmental unit. The element shall assess categories or particular types of new businesses and industries that are desired by the local governmental unit. The element shall assess the local governmental unit's strengths and weaknesses with respect to attracting and retaining businesses and industries, and shall designate an adequate number of sites for such businesses and industries. The element shall also evaluate and promote the use of environmentally contaminated sites for commercial or industrial uses. The element shall also identify county, regional and state economic development programs that apply to the local governmental unit.

An important factor in economic development is attracting new and retaining current businesses. By providing for its local businesses and the residents who make up the workforce, the City of Onalaska can make efforts to solidify current and future economic successes. The economic development element is a compilation of goals, objectives, policies, maps, and programs to promote the stabilization, retention, and expansion of the economic base and quality employment opportunities for the City.

Through planning, a community can anticipate economic change and guide development to achieve the City's economic vision and objectives. Economic development is about working together to maintain a strong economy, which provides a good standard of living and a reliable tax base. An economic development plan should reflect the values of the community and must be carefully linked to the goals, objectives, and policies of the other plan elements.

This element assesses particular types of new businesses and industries desired by the City of Onalaska, assess strengths and weaknesses with respect to attracting and retaining businesses, and designates an adequate number of sites for such businesses and industries. County, regional and state economic development programs that apply to the City of Onalaska are also identified in the element.

7.1 Existing Conditions

The labor force is that portion of the population that is 16 years or older who are employed, or unemployed but actively seeking employment opportunities. As a business, it is helpful to know information about the population that will be depended on to fill open positions in the future.

As identified in the Issues and Opportunities element, Onalaska's population has grown at a rate slightly faster than La Crosse County for the past four decades. According to population projections, the City is projected to grow at a faster pace than La Crosse County through the year 2040. In 2012, Onalaska had a labor force participation rate of 71.4 percent, which was down from 75.5 percent in 2000.

As shown in the Issues and Opportunities element, in 2012 Onalaska had a median age of 37.4, which is higher than La Crosse County's, but lower than Wisconsin's. There is a higher percentage of individuals in the age categories of 'Over 65' and 'Under 18' than more middle-aged categories.



Educational Attainment

A good indicator of the economic potential of an area is the education attainment of its residents. Generally speaking, a population with a higher level of education reflects a more skilled workforce with higher earning potential. A more skilled population can be seen as an attractive quality for businesses relocating as well. Table 2-9 in the Issues and Opportunities element details the educational attainment in Onalaska and La Crosse County. Nearly 96 percent of Onalaska residents had at least a high-school diploma in 2012. Over 35 percent of Onalaska residents had attained at least a Bachelor's degree. These numbers are quite high compared to County and State numbers.



Ground Floor Retail - STH 35

Economic Base

Table 2-20 in the Issues and Opportunities element indicates La Crosse County's largest employers. Table 2-16 shows that approximately 32 percent of Onalaska residents are employed in the Education, Health and Social Services Industry.

In 2012, there were four percent of Onalaska residents who indicated they worked from home. City of Onalaska businesses employ about 28 percent of Onalaska residents, while another 60 percent work within the La Crosse County area.

Income

In the Issues and Opportunities element, the income for Onalaska and La Crosse County residents is identified in Tables 2-14 and 2-15. The median family income in Onalaska is \$76,854, while La Crosse County's is \$65,728. Household incomes are also quite a bit higher for the City of Onalaska when compared to La Crosse County and the State of Wisconsin. Onalaska residents in general have higher education levels, which could contribute to residents in the City having higher incomes than the County and State as a whole.



Crossroads Center

Employment Projections

Employment projections for the Western Wisconsin Workforce Development Area are presented in Tables 2-22 and 2-23 in the Issues and Opportunities element. The industry in this region expected to see the largest growth rate through 2020 is Natural Resources and Mining/Construction, with an expected increase in employment of over 26 percent. The occupation expected to see the largest increase through 2020 is computer and mathematical occupations (21.1 percent growth in employment), followed closely by healthcare support occupations (19.3 percent growth projected).



Main Street & Sand Lake Road Retail



Economic Strengths and Weaknesses

The following are strengths and weaknesses in attracting and retaining businesses and industries to the City of Onalaska. It is important that the community continue to work on strengthening its position to meet future business and industry needs that may arise.

Strengths

- Unique environmental quality, particularly coulees, bluffs and water
- Education and Training – Onalaska residents have very high high-school graduation rates and excellent access to secondary education and training facilities in the region.
- Customer base in the La Crosse Metropolitan Statistical Area of just under 135,000.
- Excellent transportation facilities and options – freight rail, commercial airport, located on I-90.
- High (Disposable) incomes.
- Excellent Infrastructure – including roads, utilities and broadband/technology.
- Niche area businesses – high tech, medical fields.
- Redevelopment opportunities.

Weaknesses

- Lack of financial resources for development assistance.
- Workforce age – An increasing age will lead to individuals dropping out of the workforce into retirement. Entry-level and skilled workers are difficult to find for employers.
- Higher taxes, land costs and wage scale compared to more rural communities.
- Topographic restrictions.
- Minimal mass transit
- Limited available development space
- Lack of affordable private utilities (i.e. phone, internet, etc.)
- Lack of 4G

According to the National Governor's Association, Center for Best Practices, the seven New Economy Development Strategies are:

- 1) *Invest in People*
- 2) *Build state-of-the-art infrastructure*
- 3) *Treat citizens as customers*
- 4) *Streamline taxes and regulations*
- 5) *Nurture entrepreneurs*
- 6) *Create hi-tech magnets*
- 7) *Preserve quality of life*



New Commercial Infill Development

7.2 Assessment of Future Conditions

As evidenced throughout the community survey completed in the spring of 2014, responses had a wide variety of businesses desired. There is a general consensus that the City's downtown remain historic, but with a creative buzz that is exentuated by small, niche, local businesses, including small shops and café's and eateries.





Menards Site and Future Mayo Health System Site

Survey respondents were also asked to identify the types of land uses most needed and 52 percent indicated additional industrial or manufacturing would be good for the area. In fact, the Retention and Expansion of Local Employers ranked as the second most prevalent issue throughout the survey. Additional industrial and manufacturing properties may be built in areas with particular good access to major transportation corridors.

Additional private investments are likely to occur in downtown Onalaska, particularly as additional public expenditures are made for the Great River Landing project. Therefore, additional focus on the downtown in terms of desired businesses and the approach to identifying and reserving sites for complementary businesses should occur.

A large tract of land was recently purchased by Mayo Clinic Health System near the Menards' site. This area will be developed in conjunction with the natural environment, and is likely to be an economic driver for the area immediately surrounding this site, as any development Mayo constructs will likely be a large traffic generator.

Designated Economic Development Sites

Development pressure is anticipated to continue. With good access to the highways, rail, and airport transportation, the City is well-primed for additional economic growth.

Economic development sites and projects should be evaluated on a case-by-case basis. Of foremost importance is to determine if the proposed project is consistent with the community's vision and Comprehensive Plan. There are 27 buildings and 18 sites within the City that are being actively marketed on LocateInWisconsin, Wisconsin Economic Development Corporation's marketing website.

Based on discussions and responses to the survey and community meetings, it is recognized that the downtown is desired to be vibrant with small, local, niche stores. Other areas where reinvestment and revitalization is targeted include the WIS 35 corridor, the WIS 16 corridor, and the Sand Lake Road corridor.

Brownfield Redevelopment Sites

A search of the Wisconsin DNR BRRTS database revealed that Onalaska has 125 sites that have been contaminated. Sixty-nine of these sites are "Closed," meaning that the sites have been satisfactorily cleaned according to state standards. There are several "No Action" sites which means that based upon the action or site attributes, no action needs to be taken to clean-up the site. Twenty-one sites are "Historic," meaning spills were cleaned prior to 1996. There are no "open" sites in the City.

These sites can often be remediated and reused for commercial or industrial businesses. This would allow the City to reuse these lands and enables the

Brownfield Definition: "...real property, the expansion, redevelopment, or reuse of which may be complicated by the presence of hazardous substances, pollutants, contaminants, controlled substances, petroleum or petroleum products, or is mine-scarred land."

-Environmental Protection Agency (EPA)



preservation of farmland, as businesses can avoid developing greenfield acreage.

7.3 Local Plans and Programs

There are a variety of local, regional, and statewide economic development plans and tools available to municipalities to assist them with supporting existing businesses and recruiting new businesses. In addition, there are programs available for individual businesses to assist in start-up and expansion. At the state level, economic development took on the form of creating a strategic framework that refines the state's priorities, renews commitment to existing programs, and presents new programs. Released in 2013, Governor Walker has created new programs aimed to support entrepreneurship and innovation through capital catalyst programs, marketing efforts, funding assistance, tax credits, and tourism.

Economic development tools include tax increment financing (TIF), low-interest business loans, and business incubators. Effectively using these tools requires an investment by the community to provide resources such as staff to organize and manage these tools, foster partnerships, and secure and manage funding. Numerous other economic development plans and programs exist including:

- Wisconsin Housing and Economic Development Administration (WHEDA)

WHEDA offers many financial assistance programs to assist small-businesses with low-interest loans and grants.

- Wisconsin Department of Administration (DOA)

DOA offers some financial assistance programs to assist small-businesses with low-interest loans and grants, and communities with grants to build infrastructure necessary to accommodate business development.

- Wisconsin Economic Development Corporation (WEDC)

Wisconsin (WEDC) offers programs that help with many areas of business development, including business planning, initial capitalization, site selection, permitting, regulations, employee training programs, economic development tax credits, and expansion programs.

- Wisconsin Department of Transportation (WisDOT)

WisDOT has many programs that provide grants and loans to businesses and local communities for transportation related needs.

- Transportation Economic Assistance and Development (TEA-Grant) Program

This program, operated by WisDOT, offers grant money to communities or private businesses for transportation projects that will attract and retain businesses and jobs in the State of Wisconsin.

"A comprehensive economic development framework is fundamentally about enhancing the factors of productive capacity – land, labor, capital, and technology – of a national, state or local economy"
("Defining Economic Development," U.S. Economic Development Administration Information Clearinghouse, http://www.osec.doc.gov/eda/html/sa1_whatised.htm).



- Wisconsin Public Service Corporation

Wisconsin Public Service Corporation offers programs to companies that are looking to expand, relocate, or start-up in their service area. They also maintain lists of available land and marketing resources for communities in which they provide service.

- 7 Rivers Alliance

The 7 Rivers Alliance represents the Upper Mississippi Valley region across three states and includes the La Crosse County. The region is focused on growing five business clusters – advanced agriculture, advanced manufacturing, composites, entrepreneurs and inventors, and health care.

- Competitive Wisconsin, Inc.

Competitive Wisconsin is a nonpartisan coalition engaging business, higher education, agriculture and labor and provides analysis and recommendations for action on issues affecting Wisconsin's economy and quality of life.

- Western Technical College

The Western Technical College offers employee training programs to maintain competitiveness in today's global business environment.

- UW-La Crosse – Small Business Development Center (SBDC)

This organization is part of a statewide network of SBDC's working with business owners and entrepreneurs to facilitate business growth and improvement.

- Western Wisconsin Workforce Development Area

This regional organization is a collaborative, interactive, and coordinated network of training resources and support services that provides and retains a well-skilled labor force for employers of western Wisconsin.

- Mississippi River Regional Planning Commission (MRRPC)

This organization offers industrial park and site inventories, business park development, loan fund assistance, economic development studies and strategies, and grant writing.



- La Crosse Municipal Airport – Airport Land Use Plan

Nearby access to a regional airport can be a critical location decision factor for companies looking to relocate or expand. This is a large asset for the region, and the City of Onalaska. Project improvements include terminal upgrades, fueling area improvements, parking rehabilitation, land acquisition, airfield lighting improvements, and hangar taxiway reconstruction. It is project that aircraft operations will continue growing at a rapid base out of this facility.

- Onalaska Chamber of Commerce and La Crosse Area Chamber of Commerce

The Onalaska Chamber of Commerce and the La Crosse Area Chamber of Commerce both play a large role in the economic development of the City of Onalaska and La Crosse County. These organizations generally coordinate economic development programs for the region. Partnerships developed with these groups and the communities and businesses assist in business start-ups, workforce development, networking, and professional development.

- La Crosse Area Development Corporation (LADCO) and the Coulee Region Business Center (CRBC)

LADCO primarily focuses their efforts on attracting new businesses, retaining existing businesses, and co-managing the Coulee Region Business Center.

CRBC provides facilities, resources, mentoring and coaching to small businesses and entrepreneurs in the La Crosse area.

- Centering Onalaska

This group's mission is to revitalize and sustain the City's historic downtown area by creating a strong positive identity, enhancing access to Lake Onalaska and the waterfront areas, and to complement a thriving business district with places to be entertained, eat, shop, and enjoy.

- Onalaska Area Business Association (OABA)

The Onalaska Area Business Association was organized to promote goodwill and improve communications between the business community, local government, and the people who live in the Onalaska area. Their goals are to improve the quality of life within the community and foster economic growth throughout the Onalaska area.

Effectively using these tools and programs requires an investment by the City to provide resources such as staff to organize and manage these tools, foster partnerships, and secure and manage funding. A limited amount of technical assistance is available to municipalities from the State, County, Regional Planning Commission, and other organizations.



7.4 Goals, Objectives and Policies

Goals and Objectives

Goal 1: To promote economic development and businesses that foster a strong, diversified and balanced economy.

Objectives

- a. By working with La Crosse County and other area jurisdictions on regional economic development initiatives that benefit the City and region.
- b. By creating an economic development plan for the City that addresses the City's overall economic development goals.
- c. By taking advantage of and promoting the upkeep of the infrastructure, including transportation, utilities, fiber optic and information systems network in the Onalaska area.
- d. By identifying and inventorying properties that are suitable for the expansion of business and industrial parks.
- e. By fostering and supporting continued development of businesses that have a presence and niche in Onalaska, such as medical and high-tech/clean manufacturing.
- f. By promoting tourism, eco-tourism and related businesses that capitalize on the City's cultural, environmental and geographic resources.

Goal 2: To focus on creating a healthy City that provides for a quality of life that attracts and retains a creative, skilled labor force.

- a. By marketing the assets of the region, including transportation and natural amenities, to stimulate high-quality economic growth.
- b. By working with local education systems to continue development of vocational programs that address the labor needs of both existing employers and businesses targeted for recruitment.
- c. By continuing to implement the Great River Landing plan to encourage redevelopment and reinvestment in WIS 35 and Downtown area.



- d. Consider creating and updating an overall Downtown Redevelopment Plan that builds on results of the Great River Landing Plan and includes parking issues and opportunities.
- e. By encouraging home occupations, where appropriate, as a way to promote jobs in the community without requiring new land to be developed.

Goal 3: To strengthen and enhance the existing business districts.

Objectives

- a. By directing retail businesses to established commercial corridors and districts through the use of this comprehensive plan.
- b. By encouraging the clustering of compatible uses; e.g., retail and professional services.
- c. By maintaining a balance of industrial, commercial and residential land uses to stabilize and enhance the City's tax base and provide high quality employment opportunities.
- d. By communicating with business and industry leaders on a regular basis to ensure their needs are being met.
- e. By striving to promote the City of Onalaska as a friendly place to do business.
- f. By attracting firms that complement existing industries and increase business for established companies.

Goal 4: To foster high quality, aesthetically pleasing development and redevelopment that strengthens Onalaska's economy.

Objectives

- a. By continuing to use programs to assist new and existing businesses, such as Tax Incremental Financing (TIF), Business Improvement Districts (BID), community development authority and the La Crosse County revolving loan program.
- b. By encouraging reinvestment, redevelopment and infill development on vacant or underutilized land in the downtown business district and using cluster and node development concepts for infill development along key corridors.



- c. By encouraging public/private investments in business district improvements.
- d. By promoting long term investment in developing areas by encouraging mixed uses.
- e. By continuing to improve on architectural and landscape architectural standards for development and redevelopment by promoting the use of building materials that have greater longevity, design that complements or improves the character of commercial areas and equal, high-quality materials and architectural detailing on all facades.

Policies and Recommendations

Downtown, Tourism and Recreation Based Economic Development

- 1) Continue to work cooperatively to promote the Great River State Trail and La Crosse River State Trail as a means of increasing tourism.
- 2) Encourage uses in the downtown area that create a unique destination for tourists and residents, such as unique restaurants, retail and recreation-oriented businesses

Design Standards

- 1) Continue to enhance the aesthetic quality of businesses throughout the City by updating the zoning ordinance and subdivision codes as necessary and considering the creation of an overlay design district to provide for improved longevity in improvements, increased stability in property values and to promote long-term investment in the City.
- 2) Ensure adequate parking and delivery vehicle accommodations for all business areas.

Commercial and Light Industrial Economic Development

- 1) Review required items to be submitted for permitting. New development and/or land uses should be required to quantify their impacts on existing infrastructure.
- 2) Assist entrepreneurship and new business development by partnering with local agencies discussed in Section 7.3 of this Chapter that offer programs targeted for entrepreneurs and small businesses.



Coordinated Economic Development

- 1) Continue to coordinate local economic development activities with the Onalaska Area Business Association, La Crosse Area Development Corporation, neighboring municipalities, Forward Wisconsin, the La Crosse Area Chamber of Commerce and the Wisconsin Economic Development Corporation.
- 2) Evaluate economic development agency memberships based on costs/benefits/outcomes and prioritize membership to these organizations.

Public/Private Partnerships

- 1) Focus on public/private partnerships that serve growing sectors in the economy, and that bring in both individual and institutional dollars.
- 2) Develop policies to be used to assess whether a public/private partnerships, including Tax Increment Financing (TIF) should be employed.
- 3) When making public purchases for goods or services, the City should utilize Onalaska businesses when possible.



Onalaska Parks & Recreation Department

2
0
1
4

A
N
N
U
A
L

R
E
P
O
R
T

On behalf of the Onalaska Park and Recreation Department and the Park and Recreation Board, please accept this annual report highlighting our operations from the past year.

**PARK
&
RECREATION
DEPARTMENT**

PARKS

RECREATION



AQUATIC

**BUILDING
&
GROUNDS
DIVISION**

OMNI



2014 Annual Report

Onalaska Parks & Recreation Department

Dear Residents,

Onalaska's diverse natural landscape is among its most popular amenities. City staff strives to be great stewards of this land through providing outstanding experiences for all who enter our parks system. We offered over 140 programs during 2014; all providing social, psychological and creative outlets for the participants.

A few projects that the Parks and Recreation Department completed in 2014 include:

- ◆ A new heating system at the Omni Center
- ◆ Resurfacing the tennis courts at Parkridge Park to include four pickle ball courts
- ◆ Replacing the roofs on a number of park shelters
- ◆ Replacing the condensing unit at City Hall

In closing, our goal is to continue providing you with the best possible parks, programs, facilities, and services. Thank you for your continued support and encouragement in meeting our community needs.

PARKS AND RECREATION DEPARTMENT

Dan Wick
Director

Kraig Koelbl
Recreation Supervisor

Marcus Aumann
Rec Supervisor-Events/Aquatics

Louann Pierce Keane
Administrative Assistant

Mark Hanson
Parks Supervisor

Brian Babiash
Buildings Manager

Kelly Hanson
Recreation Supervisor

PARKS AND RECREATION BOARD

Aldersperson Erik Sjolander
Common Council Rep

Andrea Benco
Chair 2016

Brian Udermann
Vice Chair 2017

Gretchen Newhouse
2015

Mitch Moths
2015

Andrea Vogler
2017

Sue Peterson
2016



2014 Annual Report

Onalaska Parks & Recreation Department

PARK & RECREATION DEPARTMENT

Mission Statement

The City of Onalaska, Park & Recreation Department is committed to enhancing the quality of life for the citizens of Onalaska through public recreation through enrichment opportunities, parklands, related facilities and the preservation of natural areas.



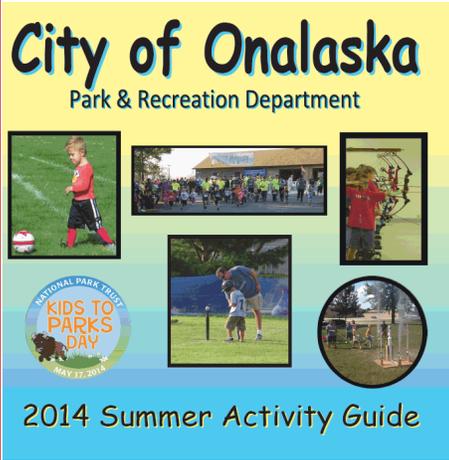
Sponsorship

Youth In-House Teams
\$5225
Banner Program
\$2800
Traveling Team
\$2700
Full Program
\$2560
General
\$400
John Fleis Youth Scholarship Fund
\$3514

PROGRAMS	VOLUNTEERS HOURS
Spring Rec Programs	237
Summer Rec Programs	2570
Fall Rec Programs	970
Winer Rec Programs	850
National Kids to Park Day	62
Fleis Nightfall Frolic	143
Dog Park (Humane Society)	124
55 Plus Trips	81
Waterfront Activities	77
Baseball/Softball Concession Stand	130
TOTAL	5244



Onalaska Parks & Recreation Department



Brochure Printing & Distribution
We received three bids and Crescent Printing Company came in the lowest bid. We changed the size of the activity guide and received several positive comments about the larger size.

Urban Deer Management Plan
There was big change with Act 71 and still good support from our 31 hunters. Several hunters from five years ago retook their proficiency test and continue to support the Urban Deer hunt program with the City of Onalaska.



Youth T-shirts Printing
Each year bids are requested for our youth t-shirt printing. The vendors bid on providing the department with certain colors of shirts, along with screen printing on the front and back. This year we sent to three vendors to our bid list. Three bids were received and the bid winner was BB Graphics with cost of \$3.85 per shirt.

Interns
The Park and Rec was very fortunate in 2014, to have two students do their internships with the department. Regina Towle was our Spring semester intern and Brandon Millner was our Summer intern.

Fleis Nightfall Frolic
This event was held in April at Rowe Park. All proceeds go to benefit the John Fleis Youth Scholarship Fund, which provides financial assistance to families in the Onalaska community to participate in Park & Rec programs. With conjunction with volunteers from UWL Students we raised \$3,483.04, to date this event raised \$25,000



2014 Annual Report

Onalaska Parks & Recreation Department



RECREATION

Dan Wick
Director

Kraig Koelbl
Recreation Supervisor

Brad Ipavec
Sports Coordinator

Marcus Aumann
Recreation Supervisor-
Events/Aquatics

Louann Pierce Keane
Administrative Assistant

Jimmy Olson Baseball Tournament Onalaska Girls Softball Tournament

These two tournaments have been a long time stable at the Park & Recreation Department. Baseball is held the first weekend in June and Softball is held the third weekend in July. We had 23 softball and 31 baseball teams participating bringing their families together to our community .

Tennis Courts

Enrolled were 165 kids into our tennis program. All the participates got to enjoy new courts this year. Our tennis courts are located in our Rowe Park along with skate park, Disc Golf Course and two shelters.

Summer Track & Field

This program took a huge jump in participation of kids. It has risen to 104 kids in 2014. On the last three Friday track meets were held at Luther High School, Holmen High School and La Crosse Central. We are currently looking for a sponsorship were a business can put their name on the back of the dri-fit shirt.

Archery and Hunter Safety

Partnering with the DNR and La Crosse Archery is common practice here at Park & Rec, It is a win-win, first it is cost effective for our programs to have already trained instructors and equipment, secondly it gives opportunity to our kids to develop and improve skills, to build self-esteem, and to learn the important of teamwork..... all while having fun!!! and us having a partnership with a businesses.



Youth Sports Programs

High Points:

- 6—teams for 3rd/4th boys basketball—up 2 teams
- 238—Soccer Players—up 36
- 3—Traveling Soccer Teams—up 2 teams
- 104—Track participants—up 21 kids
- 80—British Soccer Camp Participants

Low Points:

- Only 34 tackle football players
- Only 12—1st/2nd grade girl's basketball



2014 Annual Report

Onalaska Parks & Recreation Department

Website Totals

We offered online registration for programs since 2005. It is a simple and convenience way for people.

2012	\$44,777	23.1%
2013	\$55,080	27.4%
2014	68,269	27.61%



Ball-a-Plooza (pictured on the front page)

The purpose of this event was to celebrate the final game of the season for all of our t-ball and in-house baseball and softball participants. Our Park & Rec Families volunteer at this event to serve brats, hot dogs, beans, chips, drink and DQ gives away dilly ice cream bars. This is truly a family event for our players.

Thank You

A huge thank you goes out to the Lions club for their support in providing the concessions stands, umpires and donations back to the Park and Rec for the Jimmy Olson Baseball Tournament and our Girls Softball Tournament. With their dedication they serve as a foundation to our community.



	Spring	Traveling Soft/Base Ball	Summer	Fall	Winter	TOTAL
2006	450	254	2168	262	446	3580
2007	547	265	2223	570	437	4042
2008	634	279	2245	474	552	4184
2009	417	260	2079	590	600	3946
2010	410	229	2063	831	446	3979
2011	309	197	2023	802	436	3767
2012	852	218	2140	1006	435	4651
2013	744	233	2336	557	430	4300
2014	613	187	2121	612	512	4045



2014 Annual Report

Onalaska Parks & Recreation Department

Wee Cheer	Chefs of Tomorrow	Adult Spanish
Recreational Dance	Learn to Skate	Mah Jongg
Water Rocket Launch	WI Hockey Officials	Bunco
Basic Baton Twirling	Open Skate	Bridge
Young Explorer: Animals of Science	Open Skate Theme Night	Senior Exercise Program
Wild Wind Ranch	Day Care & School Boot Skate	County Nutrition Program
Summer Bike Camp	Learn to Play Hockey	Dinner Theater Trips
La Crosse Loggers Baseball Clinic	Sport Court	Bag Toss League
Wrestling	Wedding Expo	Bunco & Wine Tasting
Youth Umpire	Spring/Fall Gift & Craft Shows	Emerald Ash Borer
Open Gym Throwing	Family Fun Expo	National Kids to Parks Day
Spring Open Hitting	Gun Show	Yoga
Football Camps	Home Show	Zumba
Basketball Camps	Ace in the Hole Cornhole	Warm Water Therapy Club
Challenger Sports British Soccer Camp	3 on 3Basketball Tournament	Adult Softball
Baseball	Volleyball Tournament	Pickleball
Flag Football	Curling Event	Woman indoor Basketball League
Archery	Men's Hockey	Adult Volleyball
Summer Track & Field	Pool Memberships	Insanity
Karate	Swim Team	Adult Spanish
Family Scavenger Hunt	Aquatic Center Rentals	Mah Jongg
Kickball	Open Lab Swim	16" Veteran's Softball Tournament
Tackle Football	Family Swim Nights	Neighbor's Day
Golf	Birthday Party Rental	National Night Out
Fishing Adventures	Swim Lessons	Fleis Nightfall Frolic Run/Walk
Tennis	Life Guard Certification	Scholarship Program
Softball	Futsal	Picnic in the Park
Ball-A-Palooza	Learn to Water Ski	Diggity Dog Dip
Coaches Meetings	Soccer	
Hunter Safety	Paintball	
Volleyball	Hoop Group & Agility	
Kayaking	Coloring & Desserts with	
Log Rolling	Your Police & Fire Chief	
Letters to the North Pole	Roleo Log Rolling	

**PARK
&
RECREATION
ACTIVITIES**



2014 Annual Report

Onalaska Parks & Recreation Department

PARKS



Dan Wick
Director
Mark Hanson
Park Supervisor
Scott Bahr
Parks Laborer
David Lein
Parks Laborer
Dave English
Park Maintenance part-time
Louann Pierce Keane
Administrative Assistant
Seasonal Staff
Summer Hours



Classification	# of Parks	Acres
Mini Park	12	15.11
Neighborhood	8	65.04
Community	2	80.58
City Wide	3	115..80
Undeveloped	2	5.85
Conservancy Lane	3	101.17
Total	30	383.53

Park Definitions

Mini Park – These areas are the smaller parks that are usually developed to address the recreational needs of isolated residential developments. Service area is usually less than one-quarter (1/4) mile radius.

Neighborhood Park – These areas usually serve as the recreational and social focus of neighborhoods that they are intended to serve. Service area is usually one-quarter (1/4) to one-half (1/2) mile radius.

Community Park – These areas are intended to serve the recreational needs of several neighborhoods. Service area is between a half (1/2) and one (1) mile.

City-wide Park – These areas serve a broad range of recreational needs or can serve to meet a single purpose. Service area is usually the entire community.

Conservancy - These areas are intended to maintain as natural areas.

Hard Surface	Distance (miles)
Van Riper Park	1
Community Park	0.2
Underpass to Glenn Fox	.75
Wellington Greens	.15
Pierce Park	.1
Sandalwood Park	.25
Natural Surface	
Van Riper	.25
Greens Coulee	2.1
Sandalwood	.18
Total	4.98 miles



Park and Recreation Department Amenities

- Outdoor Amenities
 - Basketball Courts 12
 - Disc Golf 1
 - # of holes 9
 - Fishing Access 2
- Canoe/Kayak Access 1
- Gazebo 1
- Horseshoe Courts 10
- Picnic Shelters 17
 - Reserveable 8
- Picnic tables 143
- Open Space Play areas 16
- Playgrounds 19
- Skateboard Parks 1
 - Lighted 1
- Aquatic Center 1
 - Square Feet 8,500
 - Slides 3
 - Sand play area 1
- Tennis Courts Locations 4
 - Courts 17
 - Lighted 3
- Sand Volleyball Courts 2
- Dog Exercise Area 1
 - Square Feet 30,000
- Trash Receptacles 90
- Recycling Receptacles 30
- Baseball/Softball fields 6
- Joint Facilities—These facilities are not owned by the City, but utilized by Park and Recreation
 - Gyms 5
 - Football Fields 2
 - Soccer Fields 4
 - Baseball/Softball 5



Tennis Shed

Together with OHS students a shed was built next to the tennis courts. It is a welcome storage for the courts.

The year started out with a lot of snow work with 19 events. We now maintain approx. 12 miles of sidewalks, trails and various parking lot areas. Scott and David really did a great job keeping sidewalks and trails cleared off. Going back to the winter months a total of 28 snow events. Spring came late which leads to rush to get ball fields, pool and shelters ready to name a few things. Another challenge soon followed by fairly new crew on mowing and training but with having David English on duty that was a big help. Addition to our great crew is our “retired guys” Bill, Terry and Jim. With their invaluable experience they bring mowing, painting, fix-it work, and knowledge to help the newer crew. We are fortunate to have an awesome part time returning help to bring balance to the newer crew. The Pool season went well, including diggity dog dip. Ball games and tournaments were smooth sailing as Scott takes care of those duties as well making sure the Aquatic Center runs smooth. Our tree care and repair duties are always in good hands with David. This year and ones to come will be challenging with the spread of Emerald Ash Borer, regular trimming and pruning that we are responsible for. We are also starting to enhance Parks with new trails and outdoor exercise equipment at Community Park and to add more in 2015. Volunteering is starting to increase as well, especially at the Dog Park, Rowe Park, groups adopting parks, duties and garden areas. The Waterfront activity is picking up and we are involved with the planning process, which is awesome. The many events we work on as a department are also very rewarding, such as the Fleis 5k, Dog Park events, children’s sporting events, kayaking, log rolling, just to name a few. We always look forward to the challenges we have and to strive to give the Citizens of Onalaska the opportunity to safely enjoy the Parks and the 300 acres plus of green space we maintain within the city limits. Thanks for the opportunity!!!! Mark Hanson

PARKS

Dog Park

In promoting our dog park we sold dog park t-shirts and bandana’s this year. What was so neat about this is that we hung one up here at the Park & Rec office and became our advertisement and promotion for the park.

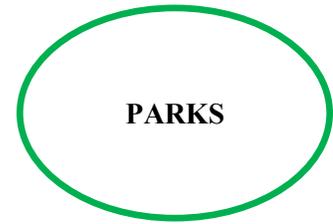
Parkridge Park

Resurface took place here which includes tennis and pickleball. Pickleball is a fast growing sport played by many adults.



2014 Annual Report

Onalaska Parks & Recreation Department



PARK	TOTAL TREES	TOTAL ASH	% LOST
Coachlite Playground	12	12	100.0
Thomas Farm Playground	13	12	92.3
Onalaska Community Park	173	67	38.7
Hilltopper Heights Playground	42	13	31.0
Rowe Park and Disc Golf Course	701	206	29.4
Parkridge Neighborhood Park	73	20	27.4
Oakwoods Playground	29	6	20.7
Schalers Oak Park Playground	99	20	20.2
Wellington Greens Park	27	5	18.5
Van Riper Community Park	338	49	14.5
Robinson Neighborhood Park	37	4	10.8
Park Avenue Playground	10	1	10.0
Sandalwood Neighborhood Park	50	5	10.0
Glenn Fox Neighborhood Park	249	17	6.8
Clearwater Neighborhood Park	6		0.0
Holiday Heights Neighborhood Park	12		0.0
Meier Farm Park	23		0.0
Pierce Park	40		0.0
TOTALS	1934	437	



2014 Onalaska Tree Symposium Emerald Ash Borer

**Industrial and Municipal Workshop was held at
our OMNI Center on March 26th this year**

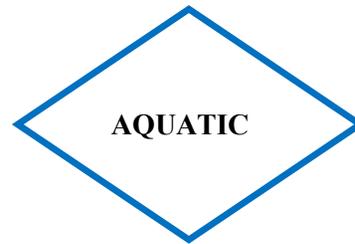
1/4 of total tree population are Ash. 44% of our parks are ash trees.



2014 Annual Report

Onalaska Parks & Recreation Department

The 2014 summer was not filled with a lot of extremely hot days, but it was filled with a lot of safe fun and learning. We completed another season of swim lessons, swim team, open swim & private rentals without any major incidents. The summer staff was an absolute blast to work with & did a great job proactively protecting the patrons. We will push for continued excellent to ensure the safest facility possible.



Swim Team

Our team had 54 swimmers. Aquatic Center holds a swim meet in July. Teams come from area towns and organizations to compete in this fun and competitive event which brings in approximately 425 people.

8th Annual Diggity Dog Dip

This event continues to host over 300 dogs. We hold this event at the end of August and is co-sponsored with Diggity Dog Daycare.



2014 Annual Report

Onalaska Parks & Recreation Department



OMNI

Dan Wick
Director
Brian Babiash
Building Manager
Kelly Hanson
Recreation Supervisor
Mike McCaffery
Building Supervisor
Marcus Aumann
Recreation Supervisor-
Special Events/Aquatics
Louann Pierce Keane
Administrative Assistant

2014	Total
Ice Rental	\$125,014.89
Concessions	\$54,796.92
Catering	\$12,153.10
Pro Shop	\$7,260.48
Rental Income	\$64,208.62
Shelter	\$1,600.00
Admission	\$3,765.80
Sponsorships	\$5,555.00

Open Skate

Daycare School Boot Skate

Kids off school? We have 31 open skate times available. Also boot skates are geared towards daycares, preschools and child care centers. These programs promote our Omni Center and keeps kids active.



WHAT

Meeting Rooms
Pro Shop
Catering
Weddings
Concessions
Rental Equipment
Wedding Expo
Picnic in the Park
Gun Show
Freedom Pro Wrestling
Spring/Fall Gift and Craft Fairs
Family Fun Expo
Gun Show
Area Builders Show
Volleyball Tournament
Cornhole Tournament

HAPPENS

Shelter Rental
Graduations
Men's Hockey League
Avalanche Hockey
Ona Girls Booster Club
Ona Boys Booster Club
Tornado Youth Hockey
Toe Pick
Heat Program
Men's over 30
Private Ice
Planet Hockey
Team Wisconsin
WI Elite Hockey League
WI Hockey League
Pond Hockey
Hockey Officials Seminar

at the OMNI!

Toe Pick Figure Skating Gala
OH Boys Hockey
Girls Hockey Co-op
Coulee Region Girls
3 on 3 Basketball Tour
Youth Basketball Tour
Chefs of Tomorrow
Learn to Skate
Blue Devils
Emerald Ash Borer
PiYo
Bag Toss League
Business Picnics
Public Skate
Learn to Play Hockey
Job Opportunity

	Hotel Rooms	Ice Hours	Ice Tournaments	High School Games	Dry Floor Events	Shelter Reservations	Open Skate/Rentals	Banquet Hall
2013 (Apr to Dec)	1470	2678	19	39	23	6	1901/756	5
2014	2736	2235	20	40	27	13	4008/2041	15



2014 Annual Report

Onalaska Parks & Recreation Department

OMNI



Picnic in the Park Wedding Expo

On September 7th we held two events at our Omni. The Wedding Expo was sponsored by Charlotte's Bridal. Our Picnic in the Park entertainment was Coulee Region Steel Band and Onalaska High School Express and Hilltopper Show Choirs. The weather was awesome!!!



ALS Ice Bucket Challenge

The Omni Center is our communities' destination for all seasons. We have hosted large scale trade show and meetings to birthday parties, graduations, baby shower and weddings. Our fall and winter season is an exciting time for youth and high school hockey players and fans, With tournaments ranging from 8 and under to Elite 18 and over. A fun time for all!. Our banquet room has been busy with Spanish class, Yoga, Elections, and meetings any where from 20- 200 people. Volleyball, basketball and our new batting cage are a huge success, these are great additions to our expanding activities. The Omni Center has become the place to interact with the community and enjoy what this facility has to offer.



Join us for all your COURT needs

Girls Basketball	Men's Basketball
Boys Basketball	Women's Basketball
Co-ed Volleyball	Middle and High School
Futsal	Volleyball

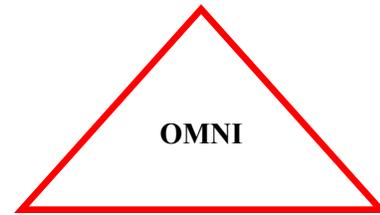
**ONALASKA
OMNI
CENTER**
A division of Onalaska Park & Recreation

NEW Sport Court in 2014!!!



2014 Annual Report

Onalaska Parks & Recreation Department



OMNI
Building
Improvements
and
Equipment
Upgrades

SPORT COURT (picture on previous page) was purchased this year. Response Sports Surface is an official playing surface of the NCAA. Has a low life-cycle cost, in turn saves us money. Quick install to reduce labor cost. This floor is known to help reduce joint stress and fatigue. The floor will be used during the months when Arena 1 does not have ice in. Events that now can be offered with this floor are volleyball, basketball, soccer, youth kickball and weekend tournaments in different sports. Below is volleyball standard and crates in which Brian built. A reduction in under floor mates went from seven pallets to one that is pictured below. This sport court is win-win situation to bring people into our OMNI.

KEEPING KIDS HEALTHY we added a water bottle bubbler and found that over 5000 bottles were filled last year.

SHINE THE LIGHT in back between our two buildings with a LED light which cuts down on our electric cost and provide security to our buildings.

FLOOR CLEANER scrubbing years of dirt off our floors. We found this to be used in all our buildings.



2014 Annual Report

Onalaska Parks & Recreation Department

LIGHTING The OMNI continues to work on updating the centers lighting. Yearly changing out 3 to 4 dozen fixtures from T-12 cool white, upgrading to T-8 Day light with new bulbs and ballasts. Helping with energy costs and building lighting.

HEATING The OMNI Center went from having two heating plants in the building to one central heating system. Removing the buildings original boiler that was running at under 70% efficient, moving to a Central plant that provides the entire building with heated glycol for 90% of the buildings heating needs. Added was a new 95% efficient Thermal Solutions boiler that now can run at lower temp and use less energy during the spring, summer and fall months. Added in this project are Variable Frequency Drives to two air handlers that supply heating and cooling in Arena #1. This allows the Center to regulate the temps in the arena year round. Also we will be able to help the dehumidification on limited bases.

BOILER

R E P L A C E M E N T



B O I L E R



E N G I N E E R I N G



2014 Annual Report

Onalaska Parks & Recreation Department



- ◆ 2014 Had a software update at City Hall that provides support to the heating, air conditioning and ventilation.
- ◆ The City was able to update and bring all the city's building under one monitoring company for fire and security systems.
- ◆ City Hall had one of it's A/C condensing unit go down this past summer and was replaced with a new Trane unit. This provides air to City Hall's main floor area.
- ◆ New rubber flooring and room updating was done in the City Hall fitness area to help provide the City with a fine tuned Fire and Police Department

Dan Wick
Director
Brian Babiash
Building Manager
Ann Endres
Buildings Supervisor
Mike McCaffery
Building Supervisor
Audrey Martin
City Hall part-time
Jim Tonak
Library, Public Works,
Tourism part-time



**City's Tourism
Office moved to a
newly remodeled
office area at our
OMNI Center**



2014 Annual Report

Onalaska Parks & Recreation Department



BUDGET REPORT

EXPENSE	BUDGET	FISCAL	VARIANCE	PERCENT
PARKS	289,251.00	277,703.46	8,947.54	3.09%
RECREATION	389,733.00	361,694.29	28,038.71	7.19%
AQUATIC	175,803.00	173,246.17	2,556.83	1.45%
CITY HALL	164,835.00	163,067.39	1,767.61	1.07%
LIBRARY	89,399.00	84,288.40	5,110.60	5.71%
OMNI CENTER	660,770.00	626,639.31	34,130.69	5.17%

REVENUE	BUDGET	FISCAL	VARIANCE	PERCENT
REVENUE	186,193.00	192,537.00	6,344.00	.94%
OMNI CENTER	668,122.00	572,588.59	(95,533.41)	(14.29)



Urban Deer Management

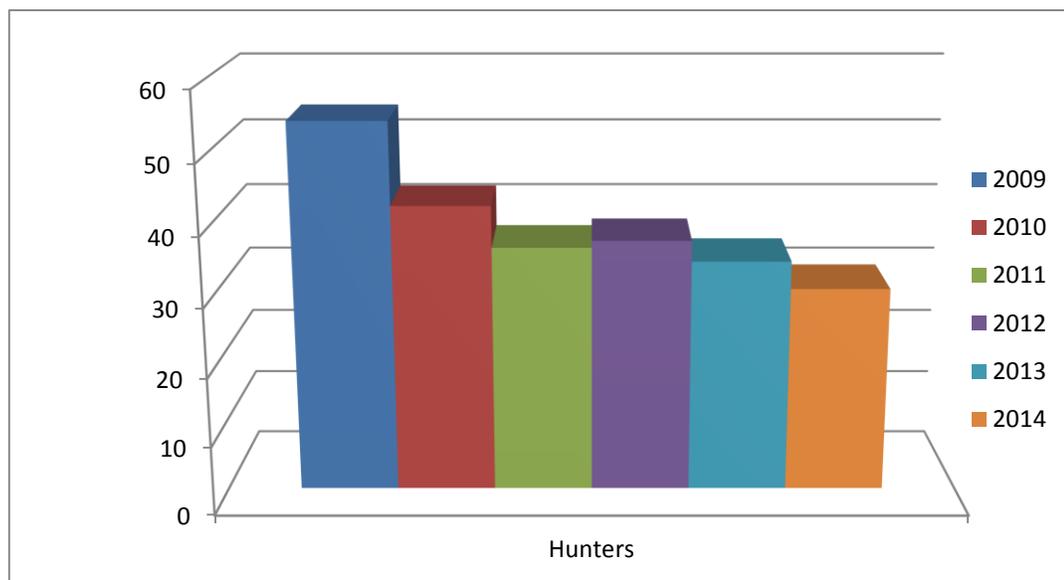
The 2014 Urban Deer Management program started with a number of changes due to the implementation of Wisconsin Act 71. Act 71 focused on what restrictions imposed by local governmental units on hunting with bow & arrow or crossbow. (Act 71 is attached) With these changes we were not able to require hunters to participate in the Urban Deer Management program. Staff did a great job of educating the public on the changes and what they meant for everyone.

Onalaska Park and Recreation Department continues to work to bring success during the Urban Deer Management seasons, this year was no exception. The 2014 season began on September 8th when the first tags were able to be picked up. The private lands that were approved for hunting were open from September 13th until October 10th. They were closed until October 11th and then reopened from October 13th until November 21st. They were closed again from November 22nd until December 10th and opened from December 11th until January 31st. The parklands were available Monday through Friday on four different weeks; October 13th through the 17th, November 10th through the 14th, December 15th through the 19th and January 12th through the 16th.

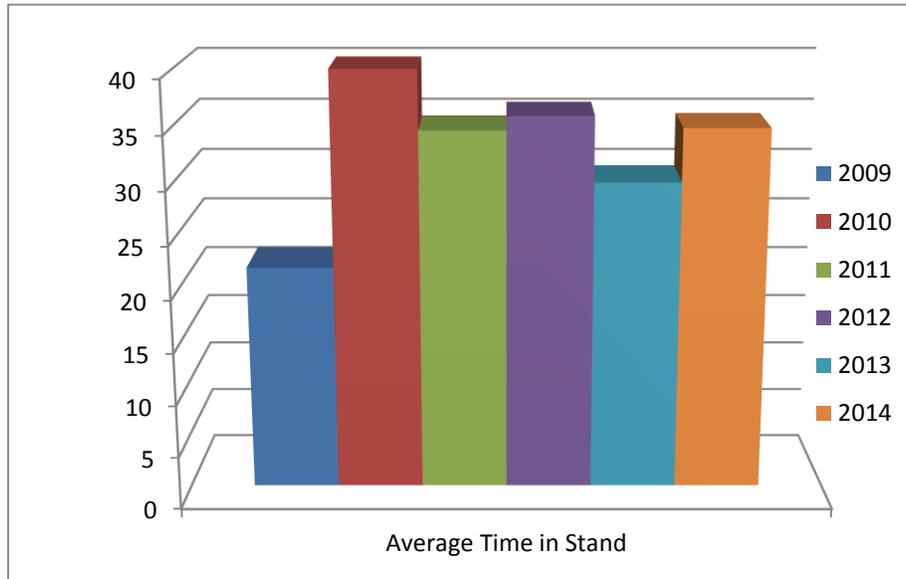
Some statistics are as follows:

1. There were **30 hunters total** who hunted an **average of 12.37** days for the 2014 season. This season started on September 13th.

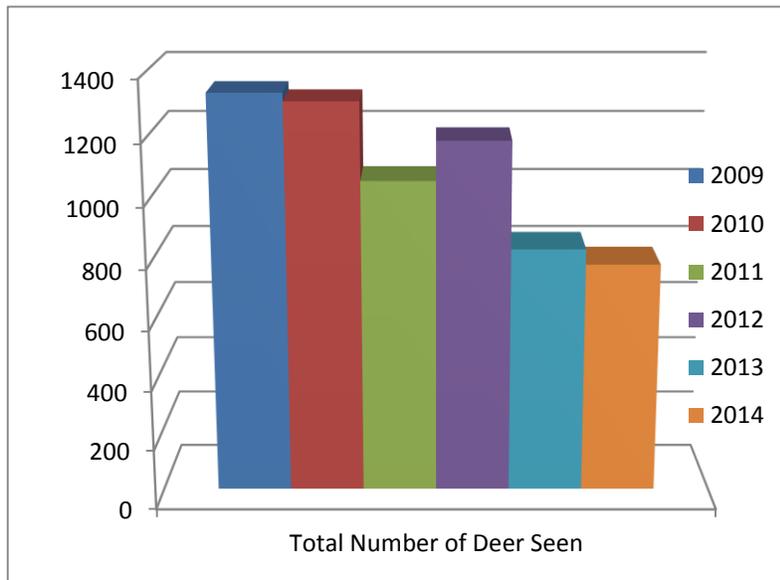
In 2009 there were 54 registered hunters who on average hunted for 7.6 days during the season. In 2010 the hunters hunted 12.30 days. In 2011 the hunters hunted 10.39 days. In 2012 the number of days hunted increased by 2.11 days. (12.5 days total). In 2013 there were 34 registered hunters who on average hunted for 9.5 days. 23 of the hunters returned from 2012 season.

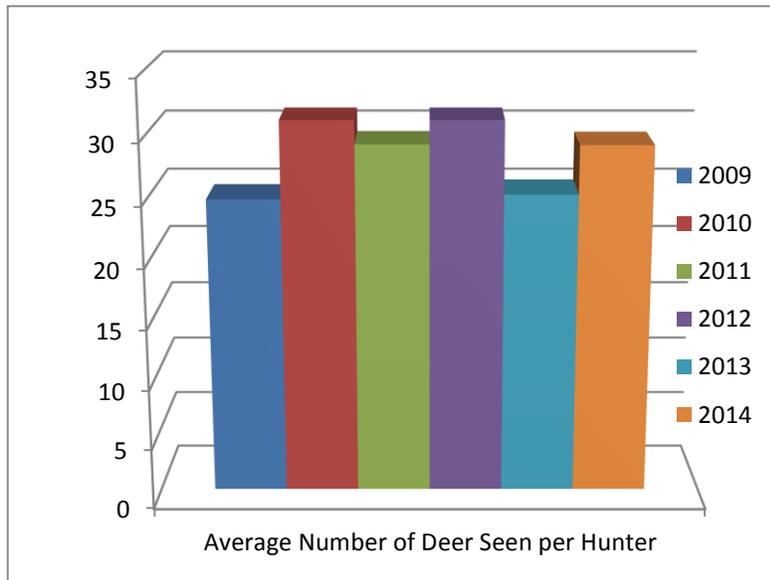


2. The average amount of time spent in the stands was **34.62 hours per hunter** during 2014. The average amount of time spent in the stands was **29.56 hours per hunter** during 2013 -- **35.7 hours per hunter** during 2012 season -- **34.38 hours per hunter** during the 2011 season -- **40 hours in the stand** during the 2010 season -- **21.5 hours per hunter** during the 2009 season.



3. In 2014, the **average number of deer seen per hunter was 25.7** for a total of **771 deer**. In 2013, the **average number of deer seen per hunter was 24** for a total of **822 deer**. In 2012, the **average number of deer seen per hunter was 31** for a total of **1,176 deer**. In 2011, the **average number of deer seen per hunter was 29.06** for a total of **1,046 deer**. There were on **average 31 deer seen per hunter** in the 2010 with a total deer seen count of **1,302**. In 2009 a total of **1,329 deer** were seen with an **average of 24.6 deer** seen per hunter.





4. Number of hunters seen during the 2014 season: **30 hunters**

This total is up 5 from the 2013 season when 25 hunters were seen.

5. Number of non-hunters seen during the 2014 season: **87 non-hunters**

This total is down 6 from the 2013 season when 93 non-hunters were seen.

6. Number of shots taken in the 2014 season: **49 total shots taken**

This total is up 12 from the previous 2013 season when 37 shots were taken.

7. The total number of arrows retrieved in the 2014 season: **47 arrows retrieved**

There were two lost arrows this season do to land not accessible.

8. The total number of deer hit in 2014 was: **46 total deer**

9. The total number of deer recovered in the 2014 season was **40 deer harvested.**

This total is the up 12 from the previous 2013 total of **28 deer harvested.**

A total of **30 hunters harvested** deer this season. This meant that there was an **average of 1.33 deer per hunter** that was harvested this season.

10. The number of times hunters lost blood trail of game were: **4 time**

46 deer were hit and only 40 were recovered and harvested during the 2014 season. For 2014 season 87% of the deer were recovered.

6 total deer were not recovered that were hit during the 2014 season. Land was not accessible for two of them, four lost blood trail.

In comparison with the 2013 urban deer management season the number is **down by 5**.

11. The total time spent searching for shot game was 27.5 hours for the 2014 urban deer management season.

Group Hunts

2014 year did not work in the NASA schedule for a weekend that would fit with them.

2013 was the third year of the partnership between North American Squirrel Association (NASA) and the City of Onalaska. Although no deer were harvested, the participants enjoyed their time and are looking forward to continue the program into the future. The event took place on October 25th & 26th, with four disabled participants partaking in the event. NASA saw several non-hunters which it was also a very nice day. In the future we need to close the park to hikers, park users for this event. Picture below are one of the five signs we post annually.



Staff Time

It has been requested that we include staff time in this report. Although it is difficult to pin point every moment spent dealing with the Urban Deer Management Program, we have broken down our time the following:

- 6 hours of field work by park staff to make sure proper signs are up and each zone is identified
- 8 hours registering program participants
- 35 hours data entry and annual report preparation

Date of enactment: **December 12, 2013**

2013 Assembly Bill 8 Date of publication*: **December 13, 2013**

* Section 991.11, WISCONSIN STATUTES: Effective date of acts. "Every act and every portion of an act enacted by the legislature over the governor's partial veto which does not expressly prescribe the time when it takes effect shall take effect on the day after its date of publication."

2013 WISCONSIN ACT 71

AN ACT *to renumber and amend* 29.038 (3); and *to create* 29.038 (3) (b) of the statutes; **relating to:** restrictions imposed by local governmental units on hunting with a bow and arrow or crossbow.

The people of the state of Wisconsin, represented in senate and assembly, do enact as follows:

SECTION 1. 29.038 (3) of the statutes is renumbered 29.038 (3) (a) and amended to read:

29.038 (3) (a) ~~Except as provided in par. (b), a~~ local governmental unit may enact an ordinance or adopt a regulation, resolution or other restriction that has an incidental effect on hunting, fishing or trapping, but only if the primary purpose is to further public health or safety.

SECTION 2. 29.038 (3) (b) of the statutes is created to read:

29.038 (3) (b) 1. In this paragraph:

a. "Building" means a permanent structure used for human occupancy and includes a manufactured home, as defined in s. 101.91 (2).

b. "Restriction" means an ordinance, regulation, resolution, or other restriction enacted or adopted by a local governmental unit.

2. Except as provided in subd. 3., a local governmental unit may not enact or adopt a restriction that prohibits a person from hunting with a bow and arrow or crossbow within the jurisdiction of that local governmental unit.

3. A local governmental unit may enact or adopt a restriction that does any of the following:

a. Prohibits a person from hunting with a bow and arrow or crossbow within a specified distance, not to exceed 100 yards, from a building located on another person's land. A restriction enacted or adopted under this subd. 3. a. shall provide that the restriction does not apply if the person who owns the land on which the building is located allows the hunter to hunt within the specified distance of the building.

b. Requires a person who hunts with a bow and arrow or crossbow to discharge the arrow or bolt from the respective weapon toward the ground.

This was taken from: <http://docs.legis.wisconsin.gov/2013/related/acts/71>

ACT 71

The following are Pro/Cons developed from Act 71 potential effect the Onalaska Urban Deer Management Program.

- ACT 71 was written and passed by the State Legislators and questions and comments should be directed towards local representatives. The Department of Natural Resources only complies with the laws.

PROS:

Urban Deer Management Plan is a guideline that still works today.

Proficiency Test is every five years

Bow Hunter Exam is also a source of aid to determine if the hunter knows the Onalaska Urban Deer Management rules.

Bonus or additional tags are free; DNR tags will be \$12 for each county they hunt in.

Urban Deer hunters will have a longer season than standard archery season.

Hunters would have option to use their DNR or Urban tag when hunting during the normal Wisconsin Archery season.

CONS:

Proficiency test has to be retaken every five years. Since Urban Deer is in fifth year a majority of hunters will be retaking the test in 2014.

Blaze orange will be seen by non-hunters during any firearm season. The public perception would be that these hunters are using firearms.

Urban Deer Management program requires all hunters to register their harvest at one specific registration station, DNR does not restrict this.