

TOWN OF WESTPORT
REGULAR BOARD MEETING
Kennedy Administration Building
Community Meeting Room
5387 Mary Lake Road
Town of Westport, Wisconsin

AGENDA - Monday, April 4, 2022 7:00 p.m

1. Call to Order
2. Public Comment On Matters Not On the Agenda
3. Approve Minutes
4. Review/Approve Operator Licenses
5. Driveway/Access/Utility/Road Opening Permits
6. Water Utility/Fire Protection Utility
Miscellaneous
7. Sewer Utility
Miscellaneous
8. Engineer Report
Miscellaneous Ongoing Projects
9. Committee Reports/Items for Action

Personnel Committee	Public Works Committee	Westport/Middleton JZC
Audit Committee	Town Plan Commission	Westport/Waunakee JPC
10. Administrative Matters
11. Miscellaneous Business/Forthcoming Events
12. Pay Current Bills
13. Adjourn to closed session pursuant to section 19.85(1)(c), Wis. Stats., to consider employment, promotion, compensation or performance evaluation data of any public employee over which the governmental body has jurisdiction or exercises responsibility, and Section 19.85(1)(f), Wis. Stats., to consider financial, medical, social, or personal histories of specific persons which, if discussed in public, would be likely to have a substantial adverse effect upon the reputation of any person referred to in such histories or data, regarding Town Plan Commission and other Committee/Commission appointments.
14. Reconvene in Open Session
15. Town Plan Commission and Other Committee/Commission Appointments
Discussion/Action
16. Adjourn

If you need reasonable accommodations to access this meeting, please contact the clerk's office at 849-4372 at least three business days in advance so arrangements can be made to accommodate the request.

TOWN OF WESTPORT
AUDIT COMMITTEE MEETING
Kennedy Administration Building
Community Meeting Room
5387 Mary Lake Road
Town of Westport, Wisconsin

AGENDA - Monday, April 4, 2022 6:30 p.m.

This meeting is being noticed as a possible gathering of a quorum of the Westport Town Board due to the possible attendance of Supervisors not appointed to the Committee. Supervisors may discuss items on this agenda, or gather information on these items, but no action will be taken on these items as the Town Board.

1. Call to order
2. Approve minutes
3. Review/approve bills for payment
4. Adjourn

If you need reasonable accommodations to access this meeting, please contact the clerk's office at 849-4372 at least three business days in advance so arrangements can be made to accommodate the request.

TOWN OF WESTPORT

TOWN BOARD - Monday, March 21, 2022

The regular semi-monthly meeting of the Town Board was called to order at 7:01 p.m. by Chair Sipsma in the Community Meeting Room of the Bernard J. Kennedy Administration Building/Town Hall. Members Present: Cuccia, Manering, Sipsma. Members Absent: Enge and Trotter. Also Present: Tim Wohlers, Craig Enzenroth, Dean Grosskopf, and Tom Wilson.

There was no Public Comment On Matters Not On the Agenda.

The minutes of March 7, 2022 regular meeting were approved as presented on a motion by Manering, second Cuccia.

The Friends of Schumacher Farm Park, Temporary Class "B"/Class "B" Retailer's Licenses (6/4/2022 and 10/1/2022), Schumacher Farm Park (Tent and Fenced Outdoor Area), 5682 STH 19, were approved as presented and on file with the Clerk on a motion by Manering, second Cuccia, conditioned on satisfaction of all state and local requirements.

The St. Mary of the Lake Church Temporary Class "B"/Class "B" Retailer's Licenses (3/29/2022, 4/18/2022, and 5/10/2022), St. Mary of the Lake Church, 5464 Mary Lake Road, and the Related Regular Operator License for Theresa Alt, were approved as presented and as on file with the Clerk on a motion by Manering, second Cuccia, conditioned on satisfaction of all state and local requirements.

After a presentation by Grosskopf and discussion, the CUP (Allow Sanitary Features in Accessory Buildings), Lake Pointe Apartments Improvements, Lake Pointe Associates, Westport Road (Town Zoning), was approved as presented and as recommended by the Town Plan Commission on a motion by Cuccia, second Manering, with Sipsma and Wilson authorized to execute the CUP document.

The Land Division and Rezone (PDD to R-1 and County A-1, Create 2 Single Family Residential Lots), Nonn/Lucke, Wegenke Property Near Briggs Road, CTH Q (Middleton ETZ), matter was postponed as recommended by the Town Plan Commission on a motion by Manering, second Cuccia.

Resolution 22-01 [Approve Land Division and Rezone (ER-1 to Create Additional Single Family Home), Ensign, Emerald Grove Lane (Waunakee ETZ), with conditions and restrictions] was adopted after a brief presentation by Grosskopf and discussion, with conditions and restrictions as recommended by the Town Plan Commission and JPC, on a motion by Manering, second Cuccia.

After a presentation by Grosskopf and Wilson and discussion, the Sign System Proposal as submitted by Poblocki Signs was accepted and approved on a motion by Cuccia, second Manering, with staff authorized to proceed on the project.

Sipsma and Grosskopf reported on items before the plan commission/committees. The Audit Committee recommended payment of bills as presented by Grosskopf after questions were answered.

There were no Administrative Matters raised. For Miscellaneous Business, or Forthcoming

Events raised, John Cuccia requested an update on Lena LLC/Berman property sale which Wilson provided.

Current bills were paid as presented by Grosskopf and recommended by the Audit Committee after questions were answered on a motion by Enge, second Cuccia.

Town Plan Commission Appointments were postponed to the next Board meeting, in order to review the applicants with a full Board on a motion by Manering, second Cuccia.

Motion to adjourn by Cuccia, second Manering. The meeting adjourned at 7:30 p.m.

Thomas G. Wilson
Attorney/Administrator/Clerk-Treasurer

AGENDA ITEM #15:

Town Plan Commission and Other Committee/Commission
Appointments Discussion/Action

Town Plan Commission Attendance
May 2021 - April 2022
(meets 2nd Monday/month, citizen members 3 year terms)
Updated 3/30/22

Member	Term Ending													
Ken Sipsma	4/23													
John Cuccia	4/23													
Cyndi Kennedy	4/25													
	4/25													
Chris Ohm	4/25													
	4/24													
Dennis Tande	4/24													

NA = Meeting Cancelled

Applicants

1. Ben Buss
2. Amy Freidig
3. Deanna Loewenhagen
4. Chris Moore
5. Lynn Persson
6. Neal Werner

1. Ben Buss

From: [Ben Buss](#)
To: [Jessica Duffrin](#)
Subject: Interest in officer position
Date: Thursday, March 3, 2022 4:17:34 PM
Attachments: [Ben Buss - Letter of Interest.docx](#)
[Ben Buss - Resume \(2\).pdf](#)

Hello Jessica,

It was a pleasure speaking with you the other day. I would like to be considered for an officer position when the opportunity arises. My priority would be to serve on the plan commission or town board, however I'm certainly open to other opportunities if the need is elsewhere. Please see the attached letter of interest and resume.

Please let me know if you have questions/concerns.

Thanks,

Ben Buss
608-332-3119

Hello Jessica,

When I was five years old my parents built a house on Rankin Lane. I have fond memories of fishing in the pond created by sixmile creek. My parents became invested into the community and my mom taught Montessori at St. Mary's school. Unfortunately, a change in career by my father took us to Marshfield WI three years later. My parents frequently spoke of how they missed Rankin Lane and the memories I made while there stuck with me throughout my life. When I had a chance to work for Oscar Mayer out of college, I knew that I was going to make the Westport area my home.

My wife and I have been living in the Westport area for the past 18 years. I was fortunate to coach Waunakee football for five years. We love the community and have deep friendships with people that live in the area. Through my time working at both Oscar Mayer and American Family Insurance, I have come to know many people that reside in the Westport area. I believe that I understand the interests of those that live in Westport.

My experience in business strategy, marketing and product management would make me an ideal candidate for one of the open officer positions. I am motivated to support the goal of making Westport a destination location to live and raise families. Please consider me for an officer position as they become available. My first preference would be to serve on the plan commission or town board. I would certainly consider the park or historic committees if that is the primary area of need.

Thank you for your consideration. Please see my included resume that outlines my professional experience.

Ben Buss

5287 Bong Rd

Waunakee WI 53597

608-332-3119

BEN F. BUSS

5287 Bong Road
Waunakee, WI 53597

www.linkedin.com/in/benfbuss

(608) 332-3119
bussbf@gmail.com

SENIOR MARKETING AND BUSINESS LEADER

A strategic, metrics-driven leader with expertise in key disciplines including marketing, technology, e-commerce, analytics, and agent/customer experience. Marketing leadership team member that has the proven ability to envision, promote and lead strategies that expand distribution and drive profitable growth. Consistently recognized for outstanding performance in delivering industry leading experiences that generate customer and business value. Proven success leading teams of over 20 individuals and delivering ROI in B2B/B2C models while adapting to shifting priorities.

PROFESSIONAL EXPERIENCE

AMERICAN FAMILY INSURANCE GROUP, Madison, WI

2015 – Present

Privately held, mutual insurance company, ranking number 232 on Fortune's top 500 list

Digital Experience Director – Marketing (2018 – Present)

Directed full funnel, omni-channel acquisition, and loyalty strategies for the American Family Brand. Accountable for digital channel distribution to deliver profitable growth. Responsible vision, strategy, and operations of Amfam.com.

- Built strong enterprise-wide relationships with senior leaders in the Marketing, Technology, Product and Sales organizations to develop a multi-touch, omni-channel strategy that grew all lines of insurance.
- Co-Author to a business case that would lead to \$400M in cumulative revenue growth over four years.
- Developed multi-touch activation strategies and digitally enabled our agent sales force to increase lead generation by 5% YoY and total new business production by 13% YoY.
- Established go-to-market strategies that grew auto sales through the digital channel 15% YoY.
- Visionary for a scalable, product comprehensive e-commerce experience and platform that enabled multi-product direct-to-consumer distribution, leading to improved close rates by 11%.
- Oversaw the integration of the digital ecosystem into Salesforce Decisions on Demand. Core team member evaluating additional Salesforce products of Customer Data Platform, and Interaction Studio.
- Core team member that focused on state expansion strategies for Amfam branded products.
- Implemented robust dashboards to monitor marketing channel performance which helped optimize the purchase journey of the target segment, improving total product quote starts by approximately 65%.
- Evaluated consumer trends to develop a mobile-first engagement strategy that improved the loyalty of customers that use the MyAmfam app, leading to over \$10M in saved household premium.
- Expanded share-of-wallet through cross-sell/up-sell tactics on MyAccount that increased conversion on Rental Reimbursement and Emergency Roadside endorsements by 31% and Umbrella cross-sell by 35%.
- Directed a customer focused team of 24 digital marketing leaders, product owners and UX professionals.

Digital Experience Manager – Marketing (2015 – 2018)

Accountable for achieving business results from an \$8M+ organizational investment in digital acquisition. Responsible for developing and executing the e-commerce, lead generation, content marketing and SEO strategy. Oversaw the digital transformation of Amfam.com, MyAccount and MyAmfam app to new technology platforms.

- Pioneered a customer-centric redesign of Amfam.com onto Sitecore CMS which contributed to an increase in unique visitors by over 8% and customer traffic by over 20%, with zero impact to organic performance.
- Collaborated with media team to optimize integrated marketing campaigns through personalized, multi-variant testing which drove an increase in home insurance leads to agents by 451% in the first month of campaign YoY.
- Implemented a best-in-class integrated marketing technology stack supporting the Customer digital experience.
- Enhanced CRM, Preference Management and Customer Data capabilities for the omni-channel experience.
- Developed an SEO and content marketing strategy, leading to an increase in organic traffic by 23% YoY.
- Achieved JD Power's best digital shopping experience award for the insurance category and a Stevie award for best insurance website.

THE KRAFT HEINZ COMPANY/OSCAR MAYER, Madison, WI**1999 – 2015***Third largest food and beverage company in North America and fifth largest in the world.***Oscar Mayer Business Unit Leader – Digital Strategy (2012 – 2015)**

Member of the Oscar Mayer senior leadership team, responsible for the digital strategy that enabled profitable growth. Responsible for ensuring business value from Oscar Mayer's \$56M technology investment.

- Oversaw the \$13M SAP ERP implementation which enabled improved speed to market, production efficiency and distribution accuracy, leading to an increase in revenues of 3% and operating income of 14.9%.
- Collaborated with cross-functional leaders to establish an executive dashboard and implement the Oliver Wight Integrated Business Planning process which led to \$30M in cost avoidance.
- Drove improvements to successfully deliver an at-risk \$6M enterprise marketing management project, which supported a 2% reduction in the \$1+ Billion enterprise media spend.
- Core contributor on the digital activation strategies of "Say it with Bacon" and "The Bacon Barter" campaigns which generated over 336,000,000 earned impressions.
- Inspired the innovation and implementation of Virtual and Augmented Reality app for the Wienermobile program on both Apple and Android devices which resulted in over 15,000,000 earned impressions.

Digital Marketing Manager - Marketing Services (2008 – 2012)

Accountable for establishing the strategy and delivering the \$5M digital scale program. Delivered multiple strategic digital marketing projects resulting in over \$4.5M in annual revenue.

- Evaluated the online recipe competitive landscape and directed the redesign and search engine optimization of www.kraftrecipes.com which led to over 1,000,000 visits per month.
- Coordinated the National Huddle to Fight Hunger integrated marketing campaign that leveraged social, digital, and mobile to engage consumers and donate over 20,000,000 meals.
- Developed one of the first CPG industry's mobile apps, the iFood Assistant.
- Positioned and launched www.kraftfoodservice.com and www.kraftfoodingredients.com which led to over \$3M in annual revenue.

Global Infrastructure Program Manager (2006 – 2008)

- Executed the global enterprise-wide outsourcing program for Kraft's Mainframe, AS400 and Unix/Wintel infrastructure which led to \$100M in savings.
- Directed global, cross-functional program steering team meetings with senior leaders to provide status, control scope and managed risk.

Senior Project Manager and Support Leader (1999 – 2006)

- Led the implementation of a multi-million dollar, expert commodity optimization system for the Maxwell House Coffee Division of Kraft Foods.

LEADERSHIP

Board member for a national non-profit

VOLUNTEER

United Way Dane County
Gener8tor Mentor Program

EDUCATION

Bachelor's Degree, Management Information Systems
University of Wisconsin Eau-Claire

2. Amy Freidig

From: [Tom Wilson](#)
To: [Jessica Duffrin](#)
Subject: FW: Plan Commission
Date: Tuesday, March 1, 2022 9:11:44 AM
Attachments: [AF Outreach Specialist 2022 Formatted.docx.pdf](#)

From: Amy Freidig <akfreidig@gmail.com>
Sent: Monday, February 28, 2022 3:26 PM
To: Tom Wilson <twilson@townofwestport.org>
Subject: Plan Commission

Tom,

I would like to express my interest in serving as a Plan Commissioner on the Planning Commission. Attached is my resume. Please let me know if anything else is needed.

Thank you,
Amy Freidig

Amy Freidig

5595 Lavin Way
Waunakee, WI 53597

(608)712-2093
akfreidig@gmail.com

Professional Experience

Horticulture Program, University of Wisconsin – Madison Division of Extension Statewide Outreach Specialist

2021-present

- Design, produce, teach, and evaluate original research-based horticulture educational programming in collaboration with Extension specialists, partners, and county educators.
- Create, manage, support and instruct adult learning in online courses using learning management systems, including major Extension courses “Foundations in Gardening” and “Plant Diagnostics”.
- Support diversity, equity and inclusion efforts for the Horticulture Program through development of content style guides and professional development content.
- Contributing member of statewide horticulture team assisting with Master Gardener Program needs and statewide diagnostics.

Master Gardener Program, University of Wisconsin – Madison Division of Extension Outreach Specialist University Services Associate I

2017-2021

2013-2017

- Design, produce, teach, and evaluate original research-based horticulture educational programming utilizing virtual technology (webinars), traditional lecture methods and hands-on activities for non-traditional/diverse, Master Gardener Volunteers, youth and public audiences. Experience with flipped classroom education.
- Collaborate with Extension specialists, county educators, and community partners to create educational programming and content. Examples include the Plants Plus series and Foundations in Horticulture course.
- Create online training courses designed for adult Extension volunteers utilizing adult learning principles. Courses focus on horticultural topics and volunteerism-related skills. Methods include video, text, podcasts, discussion forums, and learning assessment activities with compliance in ADA mandates. Sample course topics include “Placemaking for Master Gardener Volunteers”, “Compost and Soils for Master Gardener Volunteers”, and “Landscape Design for Master Gardener Volunteers”.
- Update and evaluate educational manual/content in Foundations in Horticulture online course.
- Manage, support and instruct adult learning in online courses using learning management systems, including Canvas and Google Classrooms.
- Evaluate educational programming for reporting and program improvement, including conducting surveys, data analysis, and writing reports for organizational reporting system.
- Support Extension volunteer diagnostics with development of statewide Diagnostics online training course.
- Participate in and coordinate public outreach garden Q&A events, such as Garden Expo. Answer public questions related to plants, plant problems, and gardening, including directing to appropriate Extension resources or specialists.
- Contribute original content to and manage social media sites, blog sites and online volunteer newsletter for program promotion and communication. Examples include written posts and short, YouTube-style videos.
- Provide excellent volunteer and colleague customer service to answer questions, train colleagues, and communicate program information. Includes experience managing conflict in response to program changes.

- Communicate statewide with Extension staff and volunteers using plain language strategies. Experience with mass emailing, newsletter development, video messaging, social media, webinars, press releases, website posts and website development.
- Engage in outreach program management activities, including program policy development and enforcement, volunteer support and customer service, database maintenance, recordkeeping, program communication, program marketing, volunteer recognition, and outcome-based programming.
- Lead statewide virtual teams of Extension staff and volunteers focusing collaboratively on aspects of volunteer management practices, including volunteer training/education and volunteer recognition.
- Lead national team to author Civil Rights Best Practices document to support diversity, equity, and inclusion efforts in collaboration with USDA – NIFA and on behalf of the National Extension Master Gardener Committee.
- Engaged in effort to increase program compositional diversity through participant analysis, participating in national Extension Master Gardener Committee’s Diversity, Equity, and Inclusion sub-committee, and creating culturally-relevant and inclusive educational and marketing materials.
- Provide educational gardening programming with local partners to reach audiences in which Extension has traditionally underinvested in. Examples include therapeutic gardening with veterans at local VA Hospital and youth programming with the Precollege Enrichment Opportunity Program for Learning Excellence (PEOPLE) Program.
- Manage development of strategic plan, included participant survey assessment, analysis, and strategic priority development.
- Predominantly work remotely with ability to lead or participate virtually in a team.
- Support of Extension colleagues in educational technology adoption by creating an online training video, assisting in and leading training sessions about online video production.

Relevant Experience

Town of Westport Parks Committee Member

2019-Present

- Advise and advocate for enhancing Town green spaces.
- Communicate and liaise between local government, committees, public and Town staff.
- Initiate goal-oriented approach to increasing urban forest in Westport public green spaces.
- Participate in Town sign design group to re-brand town signage.

UW Carrot and Beet Lab Graduate Research Assistant/LTE

2007-Jan. 2013

- Designed and performed research on oxalic acid levels and geosmin content in commercial beet cultivars.
- Conducted field and greenhouse research including planting, maintenance, monitoring and crop sampling.
- Designed and led outreach activities for youth and general public centered around area of research.

West Madison Agricultural Research Station Intern

2006

- Planted and maintained public annual and perennial demonstration gardens using general gardening practices including weeding, fertilization, transplanting and direct seeding, pest monitoring, and watering.

Education

University of Wisconsin-Madison, Madison, WI

M.S., Horticulture, 2013, M.S., Plant Breeding and Plant Genetics, 2010

B.S., Horticulture, 2007

Certificates: Environmental Studies, College of Agriculture and Life Sciences Leadership

Training and Professional Development

- Increasing Cultural Awareness and Equity in Extension Programs, Extension Foundation, 2021
- Managing Team Conflict, LinkedIn Learning, 2021
- Plain Language Series, Cultural Linguistic Services, University of Wisconsin-Madison, 2021
- Teaching 21st Century Skills in the College Classroom Certificate, University of Wisconsin-Madison Continuing Studies, 2019
- Multicultural Awareness Program, University of Wisconsin-Extension, 2018
- Creating Presence in Online Courses, University of Wisconsin-Madison Continuing Studies, 2017
- Achieving the Extension Mission Through Volunteers, University of Minnesota, 2017
- Fundamentals of Horticultural Therapy, Horticultural Therapy Institute, 2016
- Evaluating Impact workshop, University of Wisconsin-Extension, 2016
- Fundamentals in Horticultural Therapy, Horticultural Therapy Institute, 2016
- Professional Certification in Online Education, University of Wisconsin-Madison Continuing Studies, 2015
- Evaluation Essentials Workshop, University of Wisconsin-Extension, 2014
- Social Media Boot Camp, Brand Driven Digital, 2013

Digital Literacy

Learning Management Systems: Canvas, Google Classrooms

Visuals and Video: Adobe Premiere Elements (video editing proficiency), Adobe Photoshop, Audacity

Databases: Microsoft Access

Online Content Development: Wordpress, Pressbooks

Data and Surveys: Qualtrics, MAXQDA Qualitative Data Analysis software

Publications and Presentations

Publications:

- Freidig, A. 2019. Asynchronous Volunteer Engagement in Online Continuing Education Using Virtual Communities. J Extension. 57(3). Retrieved from <https://joe.org/joe/2019june/tt9.php>.
- Freidig, A.K. and I.L. Goldman. 2014. Geosmin (2 β ,6 α -Dimethylbicyclo[4.4.0]decan-1 β -ol) production associated with *Beta vulgaris* ssp. *vulgaris* is cultivar specific. J Ag Food Chem. 62: 2031-2036.
- Freidig, A.K. and I.L. Goldman. 2011. Variation in oxalic acid content among commercial table beet cultivars and related crops. JASHS. 136:54-60.

Presentations:

- "Diversity, Equity and Inclusion (DEI) Focus: Best Practices for Reaching New and Diverse Audiences", Extension Master Gardener Coordinator Discussion, 2021
- "Get the Dirt on Continuing Education in the Master Gardener Program", Learning Technology Development Council Virtual Showcase, 2018
- "Inclusive Ideas", Extension Master Gardener National Coordinators Conference, 2018

3. Deanna Loewenhagen

From: [Deanna Loewenhagen](#)
To: [Jessica Duffrin](#)
Subject: Town of Westport Officer Position Openings
Date: Tuesday, March 8, 2022 2:09:41 PM
Attachments: [DEANNA D. LOEWENHAGEN.pdf](#)

Dear Ms. Duffrin:

I am responding to the Tuesday, March 8, 2022 notice in the "Hometown Shopper". My resume is attached for your consideration. My area of experience is in real estate planning and grant review. I worked for the State of Wisconsin from 1985 until 2006, first in Transportation and later promoted to CDBG/ Department of COMMERCE.

After I left the State, I worked for two consulting companies purchasing land and relocating residential and business properties. I officially retired in 2018 but continue to be a licensed Real Estate Broker. I have personal and professional references if needed.

My husband and I have lived in Westport since 2000.

My home number is 608-850-5612 and my cell is 608-219-5120.

Sincerely,

Deanna Loewenhagen

5111 Caton Lane

Waunakee, WI 53597

Sent from my iPhone

DEANNA D. LOEWENHAGEN
Senior Right of Way Specialist



AREAS OF EXPERTISE

- Business and private relocation
- Right of way acquisitions
- Negotiations
- Compliance with Commerce Code 202
- Document preparation and filing
- Title search reviews
- Bid document reviews
- Legal descriptions
- Plat map reviews

EDUCATION

B.S., Business Administration, University of Wisconsin - La Crosse

International Right of Way Association courses in law, negotiations, appraisal, and relocation

Federal Highway Administration courses in basic and advanced relocation and business relocation

Society of Real Estate Appraisers courses in appraising real property, easement valuation, legal aspects of easements, property descriptions, wetlands, agricultural/vacant land appraisal, soil assessment and appraisal of farms, and real estate appraisal.

REGISTRATION

Wisconsin Real Estate Broker #28219-090

SR/WA and Certified Instructor in Negotiation and Relocation Assistance

PROFESSIONAL AFFILIATION

International Right of Way Association
Wisconsin Association of Mediators

5111 Caton Ln.
Waunakee, WI 53597

Ms. Loewenhagen recently joined SRF's Madison, Wisconsin, office as a Right of Way Specialist. She brings 29 years of vast experience in real estate and relocation to SRF and most recently served as a Relocation Specialist with the Relocation Unit of the Bureau of Local Development within the Wisconsin Department of Commerce. In her position with SRF, Ms. Loewenhagen will be participating on a variety of local road and redevelopment projects in Wisconsin.

In 2002, Ms. Loewenhagen was named the "Professional of the Year" in 2002 by the Badger Chapter IRWA. She is a Senior Member (SR/WA) and certified instructor in Relocation and Negotiation for the International Right of Way Association (IRWA).

PROJECT EXPERIENCE

While serving as a Relocation Specialist with the Wisconsin Department of Commerce, Ms. Loewenhagen was responsible for:

- Helping agencies comply with Commerce Code 202, which governs displacement issues
- Providing agencies with technical training and one-on-one technical assistance
- Responding to question and appeals related to relocation
- Conducting relocation plan reviews and approvals
- Reviewing Community Development Public Facilities Economic Development applications
- Conducting field reviews and approval waivers and relocation determinations
- Preparing contracts and related documents
- Conducting financial analyses of applications
- Monitoring records for program compliance

Prior to working for the Department of Commerce, Ms. Loewenhagen was a Relocation and Lands Management Facilitator for the Bureau of Real Estate within the Wisconsin Department of Transportation. While there, she:

- Acquired land for transportation projects
- Reviewed and presented remnant land sales for the Governor's approval
- Reviewed legal descriptions and plat maps
- Reviewed title searches and bid documents
- Prepared deeds for signatures
- Responded to relocation appeals and inquiries
- Evaluated new legislation for affects and changes in policy
- Conducted process review and report results

4. Chris Moore

From: [Tom Wilson](#)
To: [Jessica Duffrin](#)
Subject: FW: Plan Commission
Date: Wednesday, March 2, 2022 1:18:02 PM
Attachments: [CM CV 2022.pdf](#)

From: Chris Moore <chris@zebradog.com>
Sent: Wednesday, March 2, 2022 9:16 AM
To: Tom Wilson <twilson@townofwestport.org>
Subject: Plan Commission

Hello Tom,

I would like to formally submit my interest for an upcoming opening on the Westport Plan Commission.

I believe my professional experience, and work with the Town thus far on the HPC, will prove beneficial to the scope and efforts of the PC.

I am attaching a brief CV listing relevant experience, and can be reached for any questions or further dialogue as needed as the process moves ahead.

Thank you,

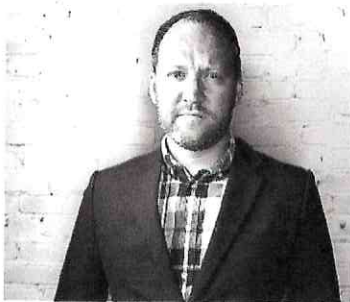
Christopher Moore

Vice President/New Media Director

ZEBRADOG.com • 608.257.8400

Dynamic Environment Design

www.zebradog.com



CHRISTOPHER MOORE

ZEBRADO (MADISON, WI)

Executive Vice President / Senior Project Manager / New Media Director

University of Wisconsin - Eau Claire

Bachelor of Science in Political Science & Print Journalism

I have a broad background leading development of large-scale design programs for human spaces, with experience that spans both private and public projects. Over the past 20 years, my work has transected many design disciplines including destination design, urban and community planning, architecture, interior design, signage, landscapes / outdoor, and technology. I have a passion for facilitating cohesive design programs for public spaces, historical preservation, and finding modern solutions for connecting people with the past, within spaces they inhabit.

I have worked for the past 13 years at experiential design firm ZEBRADO (Madison, WI) in a variety of roles - While we work across a large gamut of projects and markets, we are typically sought out for our expertise creating experiential design programs for public spaces and human environments.

Through my professional work, I have experience working with communities in aspects of design planning that spans aspects of land use, branding and identity, signage programs, and historical preservation. I typically work alongside teams of urban planners, commercial entities, architect and engineering consultants, client stakeholder groups and the public. I typically manage large-scale projects around the country and direct our design, production, content and delivery efforts.

I am currently serve as a member of the Westport Historical Preservation Commission (HPC).

DESIGN

Experiential / Environmental Design

Architectural Design / Planning

Interactive Media Experiences

Graphic Design

Production File Engineering & Set-Up

Sign System / Wayfinding Design

Destination Brand Development

PLANNING /

IMPLEMENTATION

Storytelling Program Development

Experience Planning

Design Detail Documentation

Bid Management & Review

Project & Work-Flow Management

Production Management

Fabrication & Installation

Technical Production

Construction Administration

Training / O&M Documentation

Contract Review / Negotiation

CONTENT PRODUCTION

Content Strategy / Development

Oral Histories

Research / Archival Planning

Digital Content Production

Video Development / Editing

Image Restoration / Scanning

Copywriting

Tour Scripting

TECHNOLOGY

Interactive Software

System Engineering

Content Management Systems

Hardware Specifications

AV Procurement / Testing

5. Lynn Persson

From: [Lynn Persson](#)
To: [Jessica Duffrin](#)
Cc: [Tom Wilson](#); "[Lynn Persson](#)"; david.stonyhill@gmail.com
Subject: FW: Interest in Serving on Town Commissions, Board Committees related to Parks , Natural Resource Areas, Trails and Water Resource Management
Date: Tuesday, March 15, 2022 3:55:08 PM

Dear Town of Westport

I am interested in serving on the Parks Committee (or other group) where I could help in the long-range planning, management and protection of the Town's Natural Areas, Trails, Parks and Water Resources.

I have lived on Kupfer Road, in the Town since 1986, when my husband and I were biking around the lake and saw a for sale sign on Kupfer Road and bought our home. We have lived there since trying to restore a natural shoreline and native vegetation on our property (with variable success). Until now I have tried to be an informed citizen and provide citizen comments when there were issues that affected Westport's natural areas and watersheds. I am now, after a Covid's pause, thinking about community activities I would like to do in the future and thought serving on a Town committee would be a good fit for my interests and background. During Covid I have been walking in many of Westport's and Dane Counties parks and natural areas and thought what a wonderful resource they are for us all. I'd like to do my part to help keep them available for future generations. While the parks committee seems the best fit, my interests are in these and other issues related to water resources, land management and environmental protection.

I am retired after working 32 years for the Department of Natural Resources (DNR). In 1974 I worked as an Aquatic Biologist in DNR's then "Southern District". After 5 years I gave up my hip boots and worked as a Water Quality Planner, initially in Watershed Planning and then, coordinated DNR's first Great Lakes Remedial Action Plan (Lower Green Bay). Figuring how much cleanup of toxics cost, I thought it would be better to prevent pollution in first place, and changed jobs to Coordinate DNR's Hazardous Waste Minimization program. I also helped develop DNR's Pollution Prevention, Small Business Assistance and Green Tier initiatives with Business. I retired from DNR in 2006

both to help my parents and to start my own Fair Trade Import Business, Terra Experience, working with Guatemalan Weavers.

One of reasons I am interested in the Parks Committee is that I understand the Town will be updating its Park and Recreation Plan in the next year or two. I am hoping it would be an opportunity to pursue a couple of the ideas I have been interested in over the years:

- Complete Bike Trail around Lake Mendota (no longer safe to ride around the lake), as well as other walking trails and bikeways;
- Update existing and develop management and recreation plans for new Town properties;
- Increase community enjoyment of and support for Parks and Natural Areas in the town (ideally creating a structure that will support and nurture friends groups);
- Possibly Increase awareness of the natural areas, parks and trails we have in the Township (as part of planning?), through Nature Walks, Earth Day events, publicity in local paper, web information and linking to local schools and groups;
- Plan for the ups and downs of Lake Mendota water levels, and variability in climate that may affect us;

I have an undergraduate degree in Biology from Lawrence University and Masters degrees in Water Resources Management and Soil Science from UW-Madison. My Soil Science Thesis evaluated Nonpoint Source Runoff in an agricultural watershed. I have also attended many environmental and natural resources management related conferences and training programs both during my DNR career and in retirement.

My volunteer and community activities over the years have been varied. Currently I am a Master Naturalist and volunteer to lead nature hikes with Madison FUN Partnership Bird and Nature Adventures (Includes Madison Parks, Cherokee Marsh and Pheasant Branch). I also volunteer in a program to "Get Kids Outdoors" focusing on kids that might not otherwise have access to Natural Areas and Parks. I have been involved in a local organization Grass Roots Organization of Waunakee (GROW) that has put on an annual earthday

program prior to covid. Prior activities also include coordinating a student tutoring program at a church, leading a Girl Scout Leader troop, and helping Girl Scout Naturalist Program. Many years ago (before moving to Westport) I was on the Town of Middleton Planning Commission.

I look forward to talking with you. Please contact me with any questions.

Lynn Persson

lynn@terraexperience.com

5567 Kupfer Rd. Waunakee, WI 53597

phone: 608-849-8720 cell: 608-698-8720

6. Neal Werner

From: [Neal Werner](#)
To: [Jessica Duffrin](#)
Subject: Plan Commission and Park Committee Openings
Date: Friday, March 11, 2022 4:05:47 PM
Attachments: [Westport Plan Commission .docx](#)
[Neal Werner Resume 03-10-22.doc](#)

Hi Jessica,

I read the article in the Waunakee Tribune regarding Westport seeking candidates for the plan commission and parks committee.

I am looking for an opportunity to give back to our wonderful community and would appreciate your consideration for one of these positions.

Best Regards,

Neal Werner

Neal A. Werner

VP Engineering

RenewAire

5619 Mary Lake Road
Waunakee, WI 53597
(715) 571-3802
nwerner@renewaire.com
<https://www.linkedin.com/in/neal-werner-325b8892/>

Dear Jessica,

I am very interested in the plan commission and park committee openings for the Town of Westport.

I have been a resident of Westport for 5 years and I have over 30 years of engineering and corporate management experience. I have managed numerous projects in my career and I believe I could add value to either the plan commission or the park committee.

My wife Sally and I love everything about living in Westport and I would like to help shape the future of our wonderful town. If neither the plan commission nor the park committee openings work out, I would also be interested in the potential opening for the Historic Preservation Commission (HPC).

Sincerely,



Neal Werner

Jessica Duffrin
Executive Assistant
Town of Westport
5387 Mary Lake Road
Westport, WI 53597

Neal Werner

Objective Obtain a plan commission or park committee position in which I can utilize my experience and knowledge to contribute to the future success of Westport.

Experience Apr 2016 – Present RenewAire Waunakee, WI
VP Engineering

Mar 2010 – Mar 2016 Innovent Air / Greenheck Fan Minneapolis, MN
Engineering Manager

- Reorganized the engineering and drafting departments to improve the productivity and efficiency of the front office.
- Hired several new design engineers and area managers.
- Worked closely with manufacturing management to implement cross functional teams to improve communication between the production areas and design.
- Implemented a project management process and personally managed several successful multi-million dollar projects.

Mar 2008 – Mar 2010 Greenheck Fan Schofield, WI
Engineering Manager / Product Manager – Tempered Air Products

- Implemented a stage gate product development process
- Reorganized the engineering department to improve the focus on new product development.
- Project managed several large new product development projects.
- Visited customers to develop new product specifications.

Jan 2005 – Mar 2008 Graco, Inc. Minneapolis / Anoka, MN
Engineering Manager

- Directed the divisional engineering staff through growth from 5 employees to 23.
- Developed five year product development plans.
- Implemented several lean office initiatives that resulted in greatly increased productivity of the engineering group.
- Worked closely with customers and marketing to define and develop several successful products.
- Completed the engineering due diligence and integration of two acquisitions. Both acquisition integrations were completed on schedule and under budget.
- Developed the lab and office areas for a new Graco facility in Anoka.
- Traveled extensively to China to implement a new product development team

in the Graco Suzhou office.

- Resolved numerous quality issues which greatly increased customer satisfaction while reducing the division warranty expenses.

1991– Dec 2004 Graco, Inc. Minneapolis, MN

Engineering Group Leader

- Directed the electrical engineering staff through growth from 3 employees to 13.
- Set the direction for all hardware and software designs.
- Worked closely with customers and marketing to define and develop numerous successful products.
- Traveled extensively worldwide to visit customer manufacturing plants. Became a fluid control expert in the areas of plural component painting and automated sealant dispensing.
- Obtained 6 patents.

1989–1991 Graco, Inc. Minneapolis, MN

Design Engineer

- Designed an explosion-proof brushless DC motor.
- Designed a pump gear and cam drive system.
- Designed software and hardware for numerous control systems.

1987–1989 FMC Ordinance Minneapolis, MN

Design Engineer

- Designed electric drives for positioning military vehicle cannons.

1985–1987 Sundstrand Aviation Rockford, IL

Engineering Co-op

- Assisted in the design of commercial and military aircraft generators.
- Designed and implemented automated tests for generators.
- Designed and tested an aircraft generator simulator.

Education

2003-2005 Carlson School of Management, University of Minnesota

- MBA (Executive MBA Program)
- 3.8/4.0 GPA

1982–1987 University of Wisconsin Madison, WI

- BS Electrical and Computer Engineering.
- Graduated with honors, 3.6/4.0 GPA.
- Emphasis on control theory, power electronics, and motor design.

Interests

Running, camping, fishing, home improvements, automotive repairs.