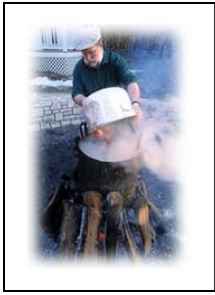




Legislative Day

DELEGATE PACKET

APRIL 30, 2003



DOOR COUNTY LEGISLATIVE DAY

Schedule of Activities

Wednesday, April 30, 2003

- 7:30 a.m.** Bus departs Sturgeon Bay for Madison
(If necessary)
- 11:30 a.m.** Delegates arrive at Inn on the Park, Madison
- Noon** Lunch with Door County Legislators
- 12:45 p.m.** Group Photograph, Capitol Building
- 1 - 2 p.m.** Concurrent meetings with state agency officials:
Water Quality and Beach Safety – Rm 415NW, Capitol
Business Climate in Door County – Rm 225NW, Capitol
- 2 – 3 p.m.** Concurrent meetings with state agency officials:
Bridge Over Sturgeon Bay/Hwy. 57 Completion –
Rm 415NW - Capitol
Education Funding Issues – Rm 225NW, Capitol
- 3 – 5 p.m.** Delegates meet with legislators
- 5 – 6 p.m.** Legislator's Reception at the Inn on the Park
- 6 – 7:30 p.m.** Fish Boil and Performing Arts Presentation at Inn on the Park
- 8:00 p.m.** Bus departs for Sturgeon Bay (if necessary)

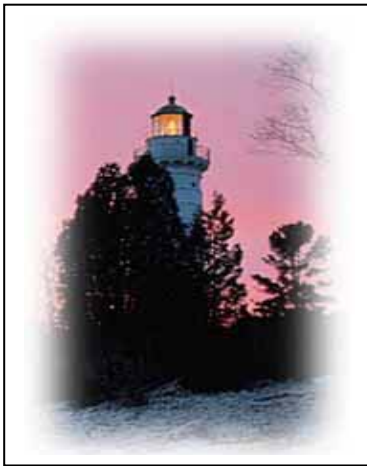
Thursday, May 1, 2003

- 8 – 9:30** Breakfast at Inn on the Park with Legislative Representatives
- 9:30 a.m.** Depart Madison

***** If you get lost call Bill @ 920-559-3113**

TIPS AND GUIDELINES FOR LOBBYING:

DOOR COUNTY LEGISLATIVE DAY



ANYONE CAN LOBBY . . . the legislative process is open to everyone who has something to say about an issue, a bill, or a problem that requires legislative action. Lobbying is not restricted to the hired guns of special interests. Average citizens make a substantial contribution to the legislative process.

REMEMBER THE PURPOSE OF LEGISLATIVE DAY. .

To allow the citizens Door County to share an accurate, enthusiastic portrait of Door County with state legislators and agency officials. Also, to inform them on issues of importance to our communities. Many of the people you will contact will have never gotten to know Door County beyond our beautiful natural resources, comfortable resorts and vacation facilities. We want to leave a positive impression of ourselves as people and communities who work hard to meet difficult economic, social, and environmental challenges on the peninsula.

Our economy generates millions of dollars in revenues to the state, making us a major net-exporter of revenue to state coffers --- and we look for a partnership with state government to help us solve problems and continue to improve the quality of life in Door County. You are there to ask for help from the legislators and state agencies. You are not asking for a handout, but a helping hand.

REMEMBER . . . LEGISLATORS ARE HUMAN. They are ordinary citizens who were elected to office and they all have different family, educational, and work experiences. Don't expect legislators to be authorities. They deal with hundreds of issues each session and can't be expected to be knowledgeable on every subject.

REMEMBER . . . YOU ARE THE AUTHORITY ON DOOR COUNTY. Your responsibility is to share knowledge about our area that will provide helpful knowledge to a legislator when they are asked to make decisions affecting our area. Be familiar with the educational message.

REMEMBER . . . BE YOURSELF! The most effective approach is sincerity. You don't need facts or figures at your fingertips to be effective. Carry on a conversation as if you are among friends.

BE PREPARED TO LEARN AS WELL AS TO EDUCATE Listen to and understand that each legislator's first concern is his/her district and your knowledge about his/her area will improve your conversation. Use the internet [<http://www.legis.state.wi.us/nav/sen.htm>] to learn about their legislative career and committee assignments. Expect some disagreement, but:

- * Understand their concerns
- * Understand their politics
- * Understand their biases
- * Understand their problems

Don't be surprised if a legislator claims that their problems are worse than ours. Every community has its own unique problems.

REMEMBER . . . RESPECT A POSITION EVEN IF YOU DISAGREE. There are 132 legislators who collectively reach decisions by majority vote. Within that process, there is much room for disagreement and legislators are not put off by disagreement as long as their opinions are treated with the same dignity and respect you expect for yourself.

DON'T BE AFRAID TO APPROACH A LEGISLATOR OR A STAFF PERSON. They are interested in meeting people from other parts of the state.

STICK TO THE LEGISLATIVE DAY AGENDA AND EDUCATIONAL MESSAGE. Your role is to relate to the educational message, and the concerns and solutions as identified by the Legislative Day Steering Committee. Keep personal issues to yourself. Separate personal conversations from your group presentations.

BE INFORMED ON THE ISSUES BUT TRY NOT TO BE AN AUTHORITY. Many of the issues you talk about are very complicated and you are not expected to know everything on every subject. You are there to present the general concerns and ask that those concerns be taken into consideration during the legislative deliberation.

ACCEPT RESPONSIBILITY FOR YOURSELF AND OUR COMMUNITY IN SOLVING OUR PROBLEMS. Madison does not have all the answers and most of the solutions will come from efforts back home. Be prepared to discuss local efforts to help the area grow.

DOOR COUNTY LEGISLATIVE DAY LOBBYING TIPS:

- Begin your conversation by addressing legislators as “Senator” or “Representative.” But if he/she corrects you, don’t be afraid to use his/her first name.
- If a legislator is unavailable, don’t hesitate to talk with his/her staff. The staff members are essential to a legislator and can greatly influence his/her decision to support or oppose.
- In conversation, don’t hesitate to ask questions of legislators. For example, ask what they think of highway construction in general and don’t be surprised if some don’t support it. Most do--but some don’t.
- Be friendly, warm and courteous; but feel free to express your opinion, especially if it is based on personal experience. Legislators are elected to listen to opinions.
- Don’t be argumentative or demanding. Legislators resent ultimatums or threats.
- Don’t ask or expect a commitment. Your mission is informational. Don’t have any expectations that legislators will promise you the moon.

WISCONSIN GOVERNMENT IS AN OPEN DOOR GOVERNMENT

- The Capitol is YOUR Capital and the Government is YOUR Government so you have EVERY RIGHT to walk in any office and discuss issues of concern to you. You will be impressed with the openness of our government and the willingness of most staff and most legislators to take time to be with you.
- Be relaxed in your approach to legislators. They are human, very open and in most cases genuinely willing to take time to visit and listen to your concerns. Most have very busy schedules, so be respectful of time demands.
- Rely upon legislative staff. Legislators depend upon them and often they are the opinion leaders on the development of legislation. Get to know them and if a legislator is not present, take the time to share information with them.
- UNDERSTAND the legislator’s perspective. Try to appreciate their concerns and biases. Listen carefully and note the positive and negative legislative feedback.
- Be PATIENT AND NOT ARGUMENTATIVE. PLEASE DO NOT BE DEMANDING. There are 132 independent legislators, with some holding strong opinions. You cannot expect every legislator to be sympathetic or supportive. Our goal is to encourage informed decisions and work for a majority support of both legislative houses.

- Don't ask or expect a commitment on any of the issues. Legislators may let you know of their feelings but the budget process will take two additional months and legislators may wish to balance your requests with other demands.
- HAVE FUN. Above all, relax and enjoy yourself. If this is your first trip, talk to others for reassurances.

ABOVE ALL, BE POSITIVE!

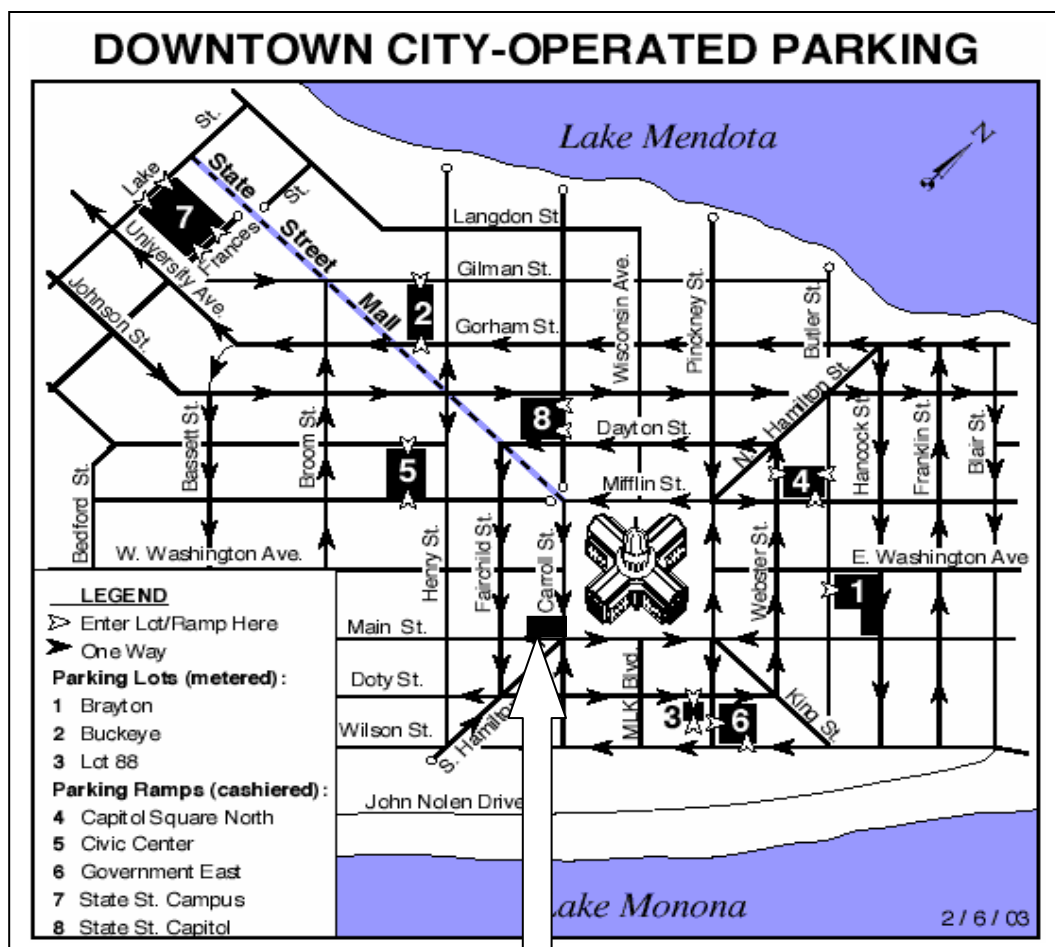
Useful Websites for Pre-Visit Research

<http://www.legis.state.wi.us/nav/sen.htm> : Senators' Biographies, committees and personal web pages

<http://www.legis.state.wi.us/nav/asm.htm> : Assemblypersons' biographies, committees and personal web pages

<http://www.legis.state.wi.us/cguide.htm> : Citizen's Guide to The Legislature

<http://www.wisconsin.gov/state/capfacts/map.html> : Interactive Map of the Capitol



Inn on the Park

DOOR COUNTY LEGISLATIVE DAY



Facts You Should Know About Door County...

We are proud of our county's natural beauty and its attraction for visitors and people seeking a quality place to live. However, there is a common misperception that Door County is mainly a wealthy group of residents, local governments and communities. Three points we'd like to make to dispel this misconception....

Door County is a major collector and exporter of revenues to state coffers.

- The Wisconsin Department of Tourism reports that visitors and travelers in 2001 generated \$42 million dollars in State revenues, ranking Door County 6th statewide in contributions to state revenue.
- On a per capita basis, our contribution to state coffers from sales tax, fuel tax and other traveler expenditures puts us at the very top of the list.

Affordable housing is a major difficulty for the 29,000 year round residents of Door County due to high land values, property taxes and their inherent inequities, and the fact that our income levels are quite modest. Our bedrock geology is also an obstacle to housing development, complicating construction and limiting available space for housing.

- Door County's median household income of \$38,800 is well below the state average --- It is lower than Brown, Calumet, Kewaunee, Oconto and Manitowoc counties.
- The median value of an owner-occupied home in the county is \$121,000 --- higher than the statewide average, \$4,000 dollars higher than Brown County, \$11,000 dollars higher than Calumet County, and \$38,000 dollars higher than Kewaunee County.
- 22% of our rental households spend at least 35% of their income on rent. Door County ranks as the 19th highest county in the state for this category.

Our population is graying more rapidly than our neighbors and the state. And it is not a broadly wealthy population cohort.

- Our senior citizen population is growing at a rate higher than the state average, especially our over 85 population which grew at 18% from 1990 to 2000. This increases reliance on Medicare which burdens our health care system because it pays less than the cost of services provided. At the same time, from 1990 to 2000 our cohort of 15-19 year olds dropped by 20%.
- Door County works as hard as anyone to serve our growing senior citizen population. For every 1000 of our seniors, Door County provides more congregate meals on an annual basis than Brown, Calumet, Kewaunee, and Marinette Counties.

DOOR COUNTY LEGISLATIVE DAY

Issues and concerns....

Our ongoing and continuous local efforts to deal with them...

Our request for a partnership of state assistance with...

Water Quality and Beach Safety

**Construction of a New
Bridge Over Sturgeon
Bay**

**Completion on Schedule (2008) of the 4-Lane Expansion
of Hwy. 57 from Green Bay to Sturgeon Bay**

Education Funding Issues

**Business Climate in
Door County**

ISSUE: Water Quality and Safety of Beaches

The Citizens of Door County request that the State of Wisconsin:

Reorganize and reassign existing resources to help preserve our water quality and insure the safety of our beaches.

Specifically:

1. The monitoring /testing program must be viewed as a long-term project with the accompanying commitment. It appears that funding will be available to assist the County this year, but the long-term nature of the funding is at best questionable. The County wants the State to provide long-term funding support either through State appropriations and/or seeking federal funds on our behalf. The long-term requirement is necessary for both yearly/seasonal human health (i.e. No swim alerts) and for the identification of pollutant sources.
2. The County requires assistance on three levels for the development, design and implementation of the inventory/prioritization effort:
 - We need a priority placed on the State agencies & universities to assist Door County in the development & design phase of the effort; now. This project is very complex and multi-discipline and the County requires a willingness of the agencies & universities to direct their resources to assisting us. (This is not to say that we have not received cooperation to date, but rather a directive from high in the State administration placing a priority on the effort would be most helpful.)
 - We need a priority placed on the State agencies & universities to assist Door County in the conducting of the inventory/prioritization effort. The redirection of State staff hours to assist in the effort (data collection & inventory activities) would require no new budget dollars, but could greatly reduce the County's potential cost.
 - The County lacks the staff resources to take on the entire project with existing staff. This effort will require the hiring of project staff and/or contracting with a consulting firm; both options require funding. The County needs funding to conduct this effort. It is possible that #2 could reduce the expected cost, but it is "unrealistic" to discuss this effort with an expectation of no new cost.
3. We ask that the state adopt a policy of willingness to test and pioneer new strategies to protect beaches (raking, channeling, etc.)
4. The state should support new and innovative strategies to identify and abate sources of pollutants.
5. Finally, Door County applauds the State of Wisconsin for its commitment and endorsement of the year 2003 being: "Wisconsin's Year of Water"

Why this is an issue in Door County:

- Beach water quality issues in Door County became of paramount importance in July of 2002. The Door County Public Health Department received complaints that campers at Peninsula State Park had become ill with a gastrointestinal type of illness. After a thorough investigation of this situation, the Door County Public Health Department discovered that all of the ill campers had been swimming at Nicolet Bay Beach in Peninsula State Park. Beach water samples were collected by the County Sanitarian. Testing was done and indicated high levels of E. coli at the beach, and the Door County Public Health Department then closed the beach. In summary, 69 individuals reported illness from swimming in the bay. Further testing was done. Approximately 30 beaches were tested throughout the summer, and closings were necessary at approximately 11 beaches in the county.
- Continued negative media coverage and public perception results in fewer visitors and in turn economic hardship to the tourism industry. This costs Door County AND the state the loss of significant economic activity and revenues. As this situation continues it could seriously reduce visitor traffic.
- Door County could become viewed as a less desirable place to live and visit.
- All our water resources, ground and surface, are affected. The source & abatement solutions to the water quality and beach safety issue are closely connected to the water cycle system of Door County. The water cycle, and Door County's unique geology, connects land use and beach water quality. The potential pollutants associated with various land uses are transported to the near shore beach waters by both surface water and ground water conveyances. The solution to the water quality and beach safety issue is rooted in how we are able to address the land based pollutant sources.

Local Efforts to Deal With the Issue:

- We began monitoring high use public beaches in 2002.
- A comprehensive water monitoring/testing program is being implemented for the 2003 swimming season to protect human health. We have formed a partnership with UW-Oshkosh to develop testing and monitoring programs.
- We are committed to making available on constant basis accurate, truthful information to the public on a timely basis. We are spearheading early stages of the development and design of an inventory/prioritization effort to identify actual/potential sources of beach water pollution. This will include a wide range of collaborators and partners and will hopefully result in the identification of effective abatement measures.

For Further Information Contact:

Bill Schuster, Director, Door County Soil and Water Department (920) 746-2216

Rhonda Kolberg, Director, Door County Dept. of Public Health (920) 746-2233

Karen Raymore, Executive Director, Door County Chamber of
Commerce, (920) 743-7873

ISSUE: Construction of a New Bridge in Downtown Sturgeon Bay at the Maple Street to Oregon Street Crossing (Michigan Street Bridge Replacement)

The Citizens of Door County request that the State of Wisconsin:

- Honor its 1997 agreement with the City of Sturgeon Bay to construct, own, and maintain a new bridge in Sturgeon Bay with the preferred option on the Maple to Oregon Street corridor.
- Work collectively with the City of Sturgeon Bay and federal government to fund the project, and implement any necessary statutory changes if needed to address future ownership and maintenance issues.

Why this issue is important to Sturgeon Bay/Door County:

Sturgeon Bay is divided by the Bay of Sturgeon Bay, a federal waterway. Two movable span (draw) bridges connect northern Door County and the East Side of Sturgeon Bay to the mainland State of Wisconsin. Adequate and reliable bay crossings are crucial for the commerce, public safety, health and welfare of Sturgeon Bay and Door County. The current project as programmed by WDOT (restoration of the Michigan Street Bridge) will not satisfy the transportation needs of Sturgeon Bay/Door County, results in unnecessary hardship to Sturgeon Bay/Door County due to extended detour time, and is in violation of the 1997 construction agreement with WDOT which calls for a new bridge to be constructed to replace the Michigan Street Bridge.

Local Efforts:

- As directed by WDOT, the City of Sturgeon Bay has identified its preferred bridge replacement option(s).
- The City has pursued funding opportunities at the State and Federal levels.
- The City has coordinated meetings with key project stakeholders (WDOT, FHWA, Army Corps of Engineers, U.S. Coast Guard) to review and refine project costs and issues related to project feasibility, and facilitated reduction in cost of a Maple to Oregon crossing by ten (10) million dollars.
- The City and County have requested that business route 42/57 be designated a connecting highway as a means of providing project funding, and addressing statutory issues related to ownership and maintenance of replacement structures.

For Further Information Contact:

Colleen Crocker-MacMillin, Mayor (920) 746-2903

John "Jay" Krauss, City Administrator (920) 746-2903

ISSUE: State Highway 57 Four-Lane Improvement Project

The Citizens of Door County request that the State of Wisconsin:

Commit sufficient funding to complete the State Highway 57 Four-Lane Improvement Project from Green Bay to Sturgeon Bay as scheduled by 2008.

Background:

The State of Wisconsin has enumerated the State Highway 57 Four-Lane Improvement Project and scheduled completion of the project in 2008. The project was enumerated after a thorough study of the project needs including traffic congestion, accident rates, numerous fatalities and the economic development potential of the project.

Door County citizens are concerned that the proposed \$500 million transfer of funds out of the transportation fund and the planned reconstruction of the costly Milwaukee – Marquette Intersection will cause the state to delay completion of this important project. Traffic safety and increasing important economic development concerns warrant that this project be completed, as scheduled in 2008.

For further information contact:

William D. Chaudoir, Door County Economic Development Corp.
920-743-3113, bill@doorcountybusiness.com

ISSUE: Supporting Education Through Fairness and Equity in Education Funding

The Citizens of Door County request that the State of Wisconsin:

- 1. Maintain support in aid levels to K-12 institutions. Also, grants and programs designed to assist us with technology improvements, TEACH GRANTS, for example, should be kept to help our economic future.**
- 2. Change the Wisconsin state statutes governing the formula by which the Wisconsin Technical School System is funded, eliminating the reliance on property taxes.**
- 3. Recognize that fairness in education funding is a very important issue for all school districts. Allow the local school board to exceed the mandated revenue limit by levying an amount sufficient for its educational programs. If 10% of the district's residents voting in the last gubernatorial election sign a petition requesting a referendum on the levy, the school district will hold a referendum to approve the levy.**
- 4. No negative aids: Due to the inefficiency of the current state financing of public education, new proposals are being made that that will create a state wide levy (flat mill rate) and a state wide per pupil allocation (flat rate). The result will be that tax dollars from Door County will be used to pay for the education of pupils outside of Door County. Our request: uphold the State Supreme Court ruling of Buse v. Smith.**

Background:

Quality education at all levels in Door County is going to be critical in helping us climb out of the economic difficulties we are facing. While this is true statewide, there are several unique elements of education, and funding it, in Door County that the state of Wisconsin can help us address.

Despite the reality of our county's natural beauty and popularity as a tourist destination, the 29,000 year round residents of Door County are not a wealthy, privileged group as is sometimes misperceived.

- The median household income Door County is 38,800, almost \$5,000 less than the state figure, but our housing costs are much higher than neighboring counties and statewide averages.
- High property values in limited areas of the county drive up housing costs everywhere in the county, and in many cases creates unfair, disproportionate tax burdens.

Whether it is PK-12, or at the Technical College level, viewing our property values as a solution to education funding in Door County is viable only if you believe raising taxes is the best local option. Our income levels do not allow us to replace cuts in state funding by passing costs on to parents in the way of special fees, nor to taxpayers who already struggle with housing costs and property taxes.

Our technical college is important to our economic development and revitalization efforts, this we fully recognize. However, to ensure fairness Door County we need a change in the way the technical college system is funded. Consider the following facts:

- Door County pays over 19% of the Technical College Levy and makes up only 9% of the population of our Technical College District.
- The VTAE property tax levy is the fastest growing property tax levy averaging an 8.4% increase the last three years.
- The Town of Washington, as one example, last year paid over \$400,000 in property taxes for the college. The town has 660 residents.
- Unlike local school boards, the College's board is not elected and hence is not accountable to local electors.
- The towns of Clay Banks, Egg Harbor, Gibraltar, Jacksonport, Liberty Grove, Nasewaupée, Sevastopol, Sturgeon Bay and Union collect more property tax dollars for the regional technical college than they levy to provide municipal services.

Local Efforts to Deal With This Issue:

- Door County and nine other local units of government have passed resolutions asking for a legislative change in the funding mechanism.
- We have established a Door-Kewaunee Business-Education Partnership generating programs and initiatives which help our young persons become more career oriented and more employable.
- The Sturgeon Bay School District has opted to close an elementary school, and has laid off teaching staff in response to tough budget times.
- Several Door County municipalities have associated into the Municipal Taxpayers Commission to educate and lobby for changes in the funding formula.
- Door County and nine other local units of government have passed resolutions asking for a legislative change in the funding mechanism.
- Voters in the Gibraltar School District supported a referendum in 1998, 2000 and 2002 to provide local support to their local school system.

For Further Information Contact:

Steve Seyfer: (920) 868-3284

Charlie Most: (920) 854-9085

ISSUE: Improve the Door County Business Climate

The Citizens of Door County request that the State of Wisconsin:

Approve the following measures to strengthen the business climate and inspire private investment and job creation in Door County.

1. **Increase the priority of State business and economic development marketing initiatives to severely distressed rural communities such as Door County.**
2. **Modify the Wisconsin Technology Zone Tax Credit Program to allow Wisconsin S Corps, LLC's, and partnerships to fully utilize the program incentives AND allow businesses to sell earned tax credits if they are not able to use them.**
3. **Amend the TIF Reform Bill (2001 AB 510) to extend the life of Sturgeon Bay TIF District #2 by 5 years for the purpose of expending funds, issuing debt, collecting increment, and repaying debt.**
4. **Maintain current State tourism marketing budget levels.**
5. **Request that the WI Public Service Commission encourage CenturyTel, SBC, and Charter Communications to work together to provide redundancy for Door County telecommunications infrastructure.**
6. **Direct a State agency to develop assistance programs, which will help rural communities implement telecommunications infrastructure improvement projects where existing providers are not.**
7. **Do NOT approve any legislation that prohibits municipalities from becoming Competitive Local Exchange Carriers (CLEC's).**

Background:

The national recession has had a devastating impact on the Door County economy as evidenced by the following:

- Emerson Electric will close its Sturgeon Bay-based motor manufacturing plant in 2003 idling 237 employees.
- Palmer Johnson, Inc., the Sturgeon Bay-based luxury yacht building has filed Chapter 11 bankruptcy and a Plant Closing Notice which impacts 268 jobs.
- A recent survey has found that 73% of the County's largest firms have reduced employment levels in the last 6 months by 610 jobs. 20% of the firms indicate that an additional 450 jobs could be lost in the next 6 months if the economy does not rebound.

When considering future job growth in Door County, the inherent disadvantages of our geography place limitations on the attraction of large manufacturers of the likes to replace the jobs lost from Emerson, Palmer Johnson, and others in one fell swoop. Instead, Door County must market itself to a different niche. Tourism is growing in the County, but over-reliance on any one industry is not healthy for a community and the seasonality of the tourism jobs creates its own difficulties. The niche that Door County needs to take advantage of consists of continuing to encourage entrepreneurship and

business expansion as has been done in the past (i.e. grow successful companies started by local residents and convince those who vacation here to relocate/expand their companies here) AND to transition our recruitment efforts to industries which rely on knowledge and telecommunications instead of natural resources and transportation.

But, Door County does not yet have the necessary advanced telecommunications infrastructure to support these businesses. Door County does not have functional redundancy in the telecommunications networks that serve the County and broadband access is costly. Our peninsular geography means that fiber does not come in one side of the County and go out the other as in many other rural areas. Instead, the fiber dead-ends in the County.

Local efforts to address the issue:

With regards to the loss of over 610 jobs in the last six months, the Door County Economic Development Corp. is sponsoring a Door County Economic Development Summit in May 2003 to develop an economic adjustment strategy to help plan for the recovery of the local economy.

One item that will be of major significance is to continue efforts to improve the telecommunications infrastructure in the County. The Door County Technology Council has assessed the existing infrastructure and is in the process of completing a business needs analysis/market study. The study will show potential revenue streams for providers of advanced telecommunication services. The results will be taken to existing providers and if they are not interested in improving services, then a public/private partnership model will be investigated.

For further information contact:

William D. Chaudoir, Door County Economic Development Corp.
920-743-3113, bill@doorcountybusiness.com

