

**Village of Shorewood  
Strategic Initiatives Committee  
January 21, 2026**

**Call to Order:** Chairperson Tr. McGovern called the meeting to order at 6:15 p.m. at the Village Hall.

**Members Present:** Chair McGovern, Trustees Ircink and Couto

**Others present:** Village Manager Rebecca Ewald, PW Director Leeann Butschlick and PW Superintendent Dan Heyen.

**Consider the senior resource center proposal for the lower level of Village Center.**

- Trustees reflected that they have explored revenue generating options; however, modification of zoning was not deemed appropriate by the Village Board.
- The group concluded that the proposed use by the SRC should be considered.

Tr. Couto moved, seconded by Tr. Ircink to recommend the Village Board proceed with the proposal and an initiative be submitted. Motion carried 3-0.

**Consider DPW service categorization and implementation status of 2020 Novak Study recommendations.**

- Director Butschlick reviewed the 2020 Novak Study and core service list.
- Tr. McGovern noted it was good for him to review the whole list.
- Tr. Ircink reflected on requesting the BID to fund the cost of planters in the summer. For the last several years the BID has contributed to the winter greenery in the planters.
- Director Butschlick clarified that the beach groomer is to remove objects from the sand, as opposed to picking up refuse on the beach.
- Parks and Forestry are the only categories of services that are discretionary.
- Public Works reported that their maintenance of River Park, as opposed to the contractor, was successful; however, the time was then reallocated to this item versus working on other items.
- It was noted that one mechanic maintaining 50 pieces of equipment is not practical. We have one mechanic and someone who assists the mechanic. Some work is contracted out. Right now, we only have one lift. When we have a new facility, will it require another mechanic? Equipment will still need to be sent out, but the mechanic will be able to perform maintenance with great efficiency. We were getting more work done with two mechanics. Recruitment for mechanics is a challenge in the current market. A new yard would provide a more conducive environment for recruitment of a mechanic.
- Staff relayed that contracting for construction management would be more prudent given the large number of projects required soon.
- Previous board members suggested contracting snow plowing by the City of Milwaukee; however, there was no agreement on the level of service or appetite to explore a different level of service.
- The Board determines the service level, and the department identifies staff and equipment to meet the level of service. The group discussed various services and delivery methods.
- The group discussed once a transfer station location is identified the Village should consider the cost of providing recycling in house as opposed to contracting with Waste Management.

- Composting was also discussed; however, it requires significant land area.

Tr. McGovern moved, seconded by Tr. Ircink, to provide a summary of the discussion to the Village Board without a recommendation to complete an RFP for a study of service levels in the Village. Motion carried 3-0.

**Motion to adjourn.** Tr. Couto moved, seconded by Tr. Ircink, to adjourn. Carried 3-0 at 7:10 p.m.

Respectfully submitted,



Rebecca Ewald  
Village Manager