



Snowmobile Capital of the World ★ ATV/UTV Capital of Wisconsin ★ Hockey Capital of Wisconsin

AGENDA NOTICE

THE COMMON COUNCIL OF THE CITY OF EAGLE RIVER WILL HOLD A MEETING ON TUESDAY, APRIL 14, 2026, 6:00 PM AT CITY HALL, 525 E. MAPLE STREET IN EAGLE RIVER.

The meeting will be available via Zoom at the following link:

<https://us06web.zoom.us/j/81145375663?pwd=bQHgovHJVhqsra1q3yEoGUXFGtmf.1>

Meeting ID: 811 4537 5663

Passcode: 064873

1. Call to Order
2. Pledge of Allegiance
3. Roll Call
4. Approve the agenda in any order
5. Approve Minutes of Previous Meetings
6. Discussion and Possible Action on the Following Agenda Items:
 - a) Clerk's Report - Listing of Public Records Requests to the City of Eagle River, 2025-2026 YTD
 - b) MSA Monthly Updates
 - c) Eagle River Light & Water
 - i. Sludge disposal update
 - ii. 2026 Cleaning/Televising by Aqualis, approx. \$15,000
 - iii. Approval to sell the 2003 Digger truck and deposit the proceeds into the Light & Water equipment replacement account.
 - iv. Approval to sell the 2002 Bucket truck and deposit the proceeds into the Light & Water equipment replacement account.
 - d) Department of Public Works
 - i. Farmers Market Traffic Control and Flow Recommendations. One-way traffic on Michigan between Illinois and Mill Streets (during market days/hours only); addition of millings to right-of-way along north side of Mill Street to accommodate overflow parking.
 - e) Eagle River Fire Department – Fire Chief monthly update
 - f) Eagle River Police Department - Police Chief monthly update on departmental activities
 - i. Retirement/Resignation of Adam Ross
 - g) Administrator's monthly update on activities of all departments
 - i. Disposal of old Yealink phone system
 - h) Street Closing/display of goods/event food trucks/temporary sign/amplification permits:
 - i. Vilas County Ag Society:
 - 1) Food Trucks/Amplifying Device/Temp Signs/Street Banners/Animals to be Kept for Exhibition: Vilas County Fair at Vilas County Fairgrounds, Aug 13 – Aug 16,

Please note that, upon reasonable notice at least 24 hours in advance, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services or provide a video link for meetings. For additional information, or to request this service, please contact the City Clerk's Office at 715-479-8682 ext. 224, 525 E. Maple Street, P.O. Box 1269, Eagle River WI 54521.

Date of posting 4/13/2026

Page 1

CITY OF
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- 2026, Thursday: 5PM-11PM – Friday, Saturday, Sunday: Noon – 11PM, Dale Ayers
- 2) Food Trucks/Temporary Signs: Small Animal Swap Meet at Vilas County Fairgrounds, (Rabbits, Ducks, Chickens, Turkeys etc.) May 30, June 20, July 18, August 29, September 12, 9AM – 1PM, Signs on property along Hwy 70, Jeff Kordus/Tabb Avery.
 - ii. Vilas County Veterans Service Office Road Closure/Amplifying Device: Memorial Day Service, May 25, 2026, 11:00AM- Noon, road closure on back street west of Courthouse/ River St parallel to Birch Street, Civil War cannon and rifle salute firing blanks. Brian Thomas/Ken Eades
 - iii. Vilas County Land & Water Conservation:
 - 1) Citizen Lake Monitoring Network Training, Silver Lake Beach, May 15, 2026, 10AM – Noon, Cathy Higley
 - 2) Aquatic Plants of Silver Lake, August 16, 2026, 1PM – 2PM, Cathy Higley
 - i) Picnic licenses:
 - i. Vilas County Ag Society - Temporary Class “B” Beer and “Class B” Wine – Vilas County Fair – October 10 - 17, 2026, Noon – 11PM, Beer and Wine Pavillion at the Vilas County Fairgrounds and fairground event property. Dale Ayers Agent
 - ii. Change of Agent to Andy Lichtfuss: GHT – Sip-n-Suds, Shop-n-Stroll and Eagle River Chamber of Commerce Memorial Day Weekend Craft Show, Labor Day Arts and Crafts, WI-Does Wine Walk, National Championship Musky Open, Cranberry Fest.
 - j) Operator’s licenses: Regular: Angela Anderson, Peter Anderson IV, Sherry Ankebrant, Jacob Arreguin, Dale Ayers, Linda Boyer, Cass Braaten, Amanda Cisewski, Jamie Cull, Morgan Dreger, Daniel Englund, Tammy Hernandez, Madesen Jovanovic, Jeff Kordus, Michael Kowalski, Earl Scott Moline, Anna Polack, Carlie Pudlowski, Kendra Schaffer, Taylor Underwood, Daniel Welzien
Temporary June 20, 2026 Sip-n-Suds: Michelle Arrowood, David Stauffacher
 - k) Class “B” Beer and “Class B” Liquor Combination Liquor License: Sandbaggers Clubhouse LLC, 457 McKinley, Term 4/15/2026 – 6/30/2026, Michael Anderson Agent
 - l) Garbage Haulers Licenses: Gas Distribution Systems Inc – DBA Eagle Dumpster, GFL Environmental Holdings Inc, Republic Services III LLC, Lakeland Disposal & Recycling LLC, Howard Disposal LLC, WM- Advanced Disposal LLC, AKAR Enterprises LLC, Term of May 1, 2026 – April 30, 2027.
 - m) Direct Sellers Permit:
 - i. Yort’s Sip & Scoops - Food Truck, Troy Ernst Seller, Term of May 1–October 31,2026.
 - ii. Sloppy D’s – Food Truck, Dana Valeria Seller, Term of April 15 – October 14, 2026.
 - n) Taxi Licensing:
 - i. Taxi Business License: John Barnes Taxi/Rideshare
 - ii. Taxi Drivers License: Curt R Wehrmeyer - VIP Group Inc. DBA Eagle River Taxi, John R

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Barnes - John Barnes Taxi/Rideshare

- o) Appointment of Board of Review Alternates: Scott Vanidestine, Dar Kadulski, Todd Starling
- p) Ordinance 603 – Staggering of Council Terms
- q) Project Resources Group, representing Charter Spectrum - DPW contested invoice for damage to cable ped at 150 E Hospital Rd on 2-21-2026
- r) Changes to the City Employee Policy Manual –
 - i) Retirement Eligibility Definition
 - ii) Update to Fitness Benefit wording
- s) Motion to accept/decline participation in the National Flood Insurance Program
- t) Approve payment of the bills for the City and the Golf Course

7. Adjourn.

DRAFT

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Date of posting 4/13/2026

March 10, 2026

A meeting of the Common Council of the City of Eagle River was called to order at 6:00PM by Mayor Deb Brown.

The Pledge of Allegiance was led by Tyler Salvinski and was recited by all present.

Roll Call: Kim Schaffer, Dan Dumas, and Jerry Burkett. Also in attendance: Robin Ginner, Becky Bolte, Cory Hoffmann, Brad Adamovich, Tyler Salvinski and Mike Sanborn. Absent Vic Washelesky

Motion by Burkett, 2nd by Schaffer to approve the agenda in any order. Carried, all.

Motion by Schaffer, 2nd by Dumas to approve the minutes of 2-10-2026 Finance Committee and Common Council meetings. Carried, all.

a) Approval for a subcontractor to operate the concession stand at Silver Lake Beach, at no cost to the City of Eagle River: Ginner stated the Council had previously approved concession stand usage, but it never materialized. Mary Wick presented that she would like to sell pre-packaged items only (chips, soda, candy bars, ice cream, etc.) at the beach concession stand and would be the one to open and close the stand. Wick reported Chris Welcenbach would be running the stand. Wick stated having an adult set of extra eyes available at the beach was a great asset with the beach being unable to find staffing for lifeguards. *Motion by Schaffer, 2nd by Burkett to approve subcontractor Mary Wick/Chris Welcenbach to operate the concession stand at Silver Lake Beach. City of Eagle River to absorb any additional utility costs. Carried on a roll call vote, all.*

b) MSA Monthly Updates: Phil Kriesel presented a written update including bid results for Sanitary Sewer Televising, Cleaning and Repair Services.

c) Eagle River Light & Water: *Motion by Burkett, 2nd by Dumas to approve the presented Aqualis bid for annual cleaning/televising of the sanitary sewer system, \$30,450 annually and going forward, with additional charges for repairs as needed and authorized skipping the 2026 cleaning/televising of the sanitary sewer system to allow ERLW to rebuild reserves. Carried a roll call vote, all*

Sanborn provided an update on sludge disposal. Multiple private fields are being investigated for possible sludge spreading however the DNR has multiple requirements that must be true/met before the land(s) could be used. Hauling to Medford was an option but cost prohibitive with 500,000 gallons currently costing \$115,000 plus an estimated \$100,000 in transport costs. Best option would be purchase our own property that meets all requirements for spreading.

d) Eagle River Department of Public Works:

Elm Drive Stump Dump – No other feasible alternative options have been secured, Ginner's composting requests went unanswered. Ginner recommended closing the Elm Drive Stump Dump to all private use and reconsidering the yard waste dumpster at the Public Works Shop on Bluebird. DPW Foreman Brad Adamovich presented purchasing of a dumpster to be housed and cameras at the DPW Shop on Bluebird for City of Eagle River resident usage for yard waste. *Motion by Burkett, 2nd by Schaffer authorizing the purchase of a dumpster system to place at the Public Works Shop, 1020 Bluebird, for City of Eagle River residents use, for the disposal of yard waste, at a cost of up to \$2,000.00. Carried on a roll call vote, all.*

Motion by Dumas, 2nd by Schaffer to close the Elm Drive Yard Waste Facility permanently to the public. Carried, all

Request for reconsideration of three-way stop at Sheridan and Silver Lake Roads: Ginner provided citizen comments with 83% supporting the installation of a three-way stop at Sheridan and Silver Lake Rd. Phil Kriesel of MSA submitted a statement that MSA was unaware of additional accidents in their February 18, 2026 opinion that the area did not meet the criteria for installation. Kriesel stated the City is the final authority on

the installation and offered their services for an engineering review of the intersection if Council believed it would be warranted. Citizens that spoke in favor of stop sign installation: Jean Mraz -519 Hirzel, Steve Lucareli – 435 Sheridan, those who opposed: Eric Mallow -617 Hirzel, Mark Hella – 620 Bond St, and Kurt Schels -non City of Eagle River resident. Vic Washelesky submitted a written update that was read by Ginner into record, opposing the installation due to the following reasons: Chief Salvinski reporting no other accidents in the past 3-5 years, stating the Manual on Uniform Traffic Control Devices spells out the warrants for all-way stop intersections which the intersection doesn't meet any of the qualifications, reported reviewing a study of technical papers regarding residential all-way stop intersections that concluded: all way stops do not prevent speeding, stop compliance is poor at unwarranted all-way stop intersections, and pedestrian safety is decreased at unwarranted all-way stops. Washelesky favors radar speed signs and additional speed enforcement on Silver Lake Road. Schaffer stated Chief Dobbs did not report accidents and Schaffer questioned that additional enforcement had been done. Discussion on safety, enforcement, and alternatives. Burkett stated we have a traffic problem not a stop sign problem and turned the floor over to Police Chief Salvinski. Salvinski recommended placing radar speed signs and additional traffic/speed enforcement. In light of the presented 83% of respondents favoring the installation; *Motion by Dumas to allow Police Chief ample time to start a traffic enforcement program including radar speed signs. Two calls for second, motion dies. Motion by Burkett, 2nd by Schaffer to install one additional stop sign at the intersection of Silver Lake Rd and Sheridan, going west from Silver Lake Beach, to stop the trucks going into town and to add speed enforcement as discussed. Carried on a roll call vote, all.*

e) Eagle River Golf Course: Ginner presented that last season's tenant at the golf course restaurant, Blaze Champeny, has a past due sum owed to the City of Eagle River for garbage service totaling \$1,143.83. Discussion about the money still owed to the City of Eagle River by Blaze Champeny, DBA Turkey's Clubhouse, including unpaid expenses for cleaning. *Motion by Burkett to pursue Blaze Champeny, DBA Turkey's Clubhouse, for an amount of \$1,500.00 which includes the \$1,143.83 in Republic Services bills for garbage service and ½ of the bill from Central Steam Cleaning and send Champeny to small claims to get the payment. Motion 2nd by Schaffer for discussion. Carried on a roll call vote, all. Ayes: Burkett, Schaffer, Dumas Nays: None*

f) Eagle River Fire Department: Jim Randall, Fire Chief, gave an update including data showing a large influx of calls, especially medical calls, due to the large influx of people in the area. Randall encouraged the Joint Ambulance Commission to meet to discuss best ways to address issues. Burkett requested the Ambulance Commission meeting with Aspirus be scheduled.

g) Eagle River Police Department: Salvinski and Moran provided a written report of activity for February. Salvinski added he has received three applicants for officer job opening and that he is waiting for the COPS Grant to open to hire a second officer.

h) City Administrator's monthly update on activities of all departments: Ginner provided a written report. Ginner added that panic buttons have been installed. Ginner also added that the Assembly Bill that she provided testimony against in Madison, that would have restricted our extraterritorial jurisdiction, has died in committee.

i) Planning Commission:

i. Lions Club request for final approval for municipal bathrooms at Gremban Park: Mike Sanborn of the Eagle River Lions Club presented plans for bathrooms at Gremban Park behind City Hall. Sanborn reported the following deviations from the presented plan: Gable ends will have siding – not block, Venting may change, Lions have received a request for possibly clear block for visibility for the PD to monitor when someone has tripped the motions sensors to turn on the lights with use, bathrooms will have magnetic locking doors with locking timers, the orientation of the restrooms would have the doors facing east as recommended by Police Chief Salvinski so doors would be visible by cameras located on the existing garage, stainless steel fixtures, and Sanborn reported Muskyland Plumbing would be installing all the plumbing. Schaffer presented a

recommendation for approval from the Planning Commission, reporting that no objections were heard at the Planning Commission meeting. This plan is very similar to the two stall public restroom at Riverview Park and neighbors on Third St have been approached with Sanborn receiving all positive responses to the addition of the restrooms. Council had previously approved water and electric service direct from city hall, and the sewer would come from 3rd Street at the expense of the Lions Club. *Motion by Schaffer, 2nd by Dumas to accept the recommendation of Planning Commission and grant approval to the Lions Club for their municipal bathroom construction plan at Gremban Park behind City Hall. Carried on a roll call vote, all.*

ii. Comprehensive Plan: Schaffer presented Planning Commission recommendation. North Central Wisconsin Regional Planning Commission Planner (NCWRPC) is assisting with this process, and the city has until 2027 to complete the comprehensive plan update. Draft Comprehensive Plan Chapters 1-3, Demographics / Agricultural, Natural and Cultural Resources / Housing were reviewed at the March 5, 2026, Planning Commission meeting. Later chapters are much more extensive. Schaffer reported there was a much higher level of statistical data being presented by NCWRPC draft plan and that the Planning Commission will continue to work through each of the chapters throughout the year.

j) Street Closing/display of goods/event food trucks/temporary sign/amplification permits:

Motion by Burkett, 2nd by Dumas to approve Street Closing/Amplifying Device/Temporary Signs/Display of Goods permit to WDCD Eagle River Snocross National, Derby Track – 1311 N Railroad, Setup 3/11 and 3/12, Racing 3/13 and 3/14/2026, Racing 8AM-10PM, Street closure at South end of Pleasure Island Rd starting 9:00AM on 3/11 in accordance with map provided, Directional and informational signs on Derby Complex property, Snowmobiles, merchandise, snowmobile racing, food and beverage sales. Laura Campbell contact. Carried, all.

Motion by Dumas, 2nd by Schaffer to approve the following Eagle River Area Chamber of Commerce 2026 Events as presented Kim Emerson/Dawn Giese contact.

1. *Memorial Day Arts and Crafts Show and Sidewalk Sales – May 24, 6AM-6PM*
2. *Up North Beer Fest – June 13, 11AM-7PM*
3. *4th of July Parade – July 4, 9AM-1PM*
4. *4th of July Party in the Street – July 4, 7AM - 5PM*
5. *Burger Bash – July 18, 6AM-6PM*
6. *National Championship Musky Open – Aug 20 to 22, 4PM-10PM - Aug 23, 10AM-4PM*
7. *Eagle River Car and Truck Show – August 29, 5AM-5PM*
8. *Labor Day Arts and Crafts Show and Sidewalk Sales – September 6, 6AM – 6PM*
9. *Sep Timber Ride – September 12, 5AM – 5PM*
10. *Cranberry Fest – Farmers Market & Antique Sale – Downtown - October 3, 6AM-9PM*
11. *Cranberry Fest – Vilas County Fair Grounds – October 1-4, 6AM – 6PM*
12. *Hallowfest – October 31, 9AM – 4PM*
13. *Wi-Does Wine Walk – November 21, 9AM – 6PM Use of Square facility.*
14. *Christmas Kick-Off - December 5, 12PM – 8PM*

Carried, all.

Motion by Schaffer, 2nd by Dumas to grant Eagle River Chamber of Commerce 2026 request to waive direct sellers permit fees. Carried on a roll call vote, all.

Motion by Burkett, 2nd by Schaffer to approve Display of Goods/Temporary Sign permit to Great Headwaters Trails Foundation Inc. Sip-n-Suds Shop and Stroll – June 20, 2026, Beer and Wine Walk, 10AM – 6PM, Downtown, Signs/merchandise in front of businesses, Use of the Square facility, Laura VanValkenburg contact, contingent on Clerk receiving current certificate of liability insurance. Carried, all.

k) Parade Permit: Motion by Schaffer, 2nd by Burkett to approve Parade Permit Eagle River Area Chamber of Commerce, July 4, 11:00AM with route as staging as presented. Carried, all.

l) Picnic licenses:

Motion by Burkett, 2nd by Dumas to approve the following picnic licenses as presented, including approval Chamber of Commerce agent reassignment as approved by the Chief of Police:

Eagle River Lions Club – Jerry Robish Agent

1. Temporary Class “B” Beer – Sausage Fest at Riverview Park, September 6, 2026, 11AM – 4PM, Three Beer trailers on premises

Great Headwaters Trails Foundation, Inc. – Kim Emerson Agent

1. Temporary Class “B” Beer and “Class B” Wine – Sip-n-Suds Shop and Stroll, June 20, 2026, 10AM – 6PM at participating downtown businesses to be determined, use of The Square facility

Eagle River Area Chamber of Commerce 2026 – Kim Emerson Agent

1. Temporary Class “B” Beer - Memorial Day Arts & Crafts – May 24, 9AM – 5PM, Downtown beer trailer at corner of Wall and Main, signs marking dedicated area of consumption with wristbands
2. Temporary Class “B” Beer - National Championship Musky Open – August 20 – 23, 2026 – Beer tent at Vilas County Fairgrounds and fairground event property
3. Temporary Class “B” Beer – Labor Day Arts & Crafts Show – Sept 6, 2026, 9AM – 5PM, Downtown beer trailer at corner of Wall and Main, signs marking dedicated area of consumption with wristbands
4. Temporary Class “B” Beer and “Class B” Wine – Cranberry Fest – October 3-4, 2026, 9AM – 5PM, Beer and Wine Garden tent at the Vilas County Fairgrounds and fairground event property
5. Temporary “Class B” Wine – Wi-Does Wine Walk -November 21, 2026, 10AM – 6PM participating downtown businesses to be determined, use of the Square facility

Motion carried, all.

m) Operators Licenses: Motion by Dumas, 2nd by Schaffer to approve Regular Operators Licenses to: Kellee Gallion, Adam Bloom, and Pamela Gleich and Temporary Operators Licenses to: Jacki Green and Kathleen Holperin. Carried, all.

n) Direct Sellers Permit: Motion by Burkett, 2nd by Schaffer to approve one week Direct Sellers Permit to Tree-Ripe Fruit, 810 Railroad, 3/14/2026, Retail sale of produce; California nuts, Florida Strawberries, New Mexico pistachios, rental vehicle to be determined for the retail sale of products, Tanner Spaude seller. Carried, all.

o) Taxi Licenses: Motion by Burkett, 2nd by Dumas to approve Taxi Business License to Eagle River Taxi, Kurt Schels, contingent on meeting all ordinance requirements as approved by the Police Chief before issuance. Carried, all.

Motion by Dumas, 2nd by Schaffer to approve Eagle River Taxi - Taxi Drivers License to Michael Gray, Kurt Schels, Virginia Evans, Neal Klausegger, and Rebecca Bauer. Carried, all.

p) Ordinance No. 602 Amending Section 2-171 of the Municipal Code of the City of Eagle River Regarding the Board of Review: Motion by Schaffer, 2nd by Dumas to adopt Ordinance No. 602 Amending Section 2-171 of the Municipal Code of the City of Eagle River Regarding the Board of Review and appointment of alternates. Carried on a roll call vote, all.

q) Approval of Public Records Fee Policy: Ginner presented and stated the policy was a direct reflection of the Wisconsin DOJ fee policy. Citizen Kathryn Craffrey spoke on her concerns of City of Eagle River transparency

and Open Meeting Law compliance, citing examples with Room Tax Committee and transparency of TID financial management. Burkett requested a list for the past year of all record requests and monthly going forward. *Motion by Burkett, 2nd by Schaffer to approve Public Records Fee Policy as presented. Carried on a roll call vote, all.*

r) *Motion by Burkett, 2nd by Dumas to have the city pay \$2,933.14 owed in taxes covering seventeen 2022 W2 corrections and have the city pay any other accumulated costs associated with the correction as recommended by the Finance Committee. Carried on a roll call vote, yes.*

s) *Motion by Burkett, 2nd by Dumas to postpone decision regarding participation in the National Flood Insurance Program until more information is available. Carried, all.*

t) *Motion by Schaffer, 2nd by Dumas to approve payment of the bills for the city and the golf course as recommended by the Finance Committee. Carried on a roll call vote, all.*

u) *Motion by Dumas, 2nd by Burkett to approve the usage of ACH invoice payments to Kwik-Trip for Police Department fuel as recommended by the Finance Committee. Carried on a roll call vote. Ayes: Dumas, Burkett
Nays: Schaffer*

Motion by Schaffer, 2nd by Burkett to adjourn at 7:45PM. Carried, all.

Becky J Bolte - Clerk

Open Records Requests - CLERK

2025

REQUESTER	DATE	TOPIC
Leslie Hubert	1/6/2025	Election Incumbants
Jasper Logan	1/16/2025	Election Incumbants
Karen Alvarez	1/16/2025	Minutes/Agendas/Ordinance Copies
Victor Alan	2/26/2025	Short Term Rental Data
Doug Nelson	3/3/2025	Planning Commission Minutes
Jacob Heid - VCNR	3/12/2025	City Statistics, Tax Statistics, Contacts
Doug Nelson	3/14/2025	Council Minutes
Joe Laux	4/1/2025	TID Info (RCG)
Michael Dice	4/10/2025	Historical Person Search
Sara Hall	4/14/2025	Contact information of all Elected Officials and COER Staff - 211
Harish Patel	4/21/2025	Contact information of all Elected Officials and COER Staff
Terry Corney	5/13/2025	RCG Zoning information on parcel
Rasha Samir	5/15/2025	WPPI Elected Officials update
Michelle Fawcett	5/16/2025	Short Term Rental Data
Kathryn Craffey	5/14/2025	Council minutes and recordings, Raw meeting notes, Insurance policies, legal opinions, All Ordinances pertaining to: Noise, Parking Restrictions, Obstruction of Roadway, Pedestrian Traffic, Littering, Comm Sq Contract, Rotary and ERRP agreements, PD Decibal recordings at Pontoon Saloon - permits/motions on noise, business communicated with regarding political rally
Kathryn Craffey	5/26/2025	Rally footage, Body Cams, Tickets issued, Officer Info (ERPD)
Landover ATV	5/28/2025	Council Meeting Recording
Kathryn Craffey	5/31/2025	Council Rules, Bylaws, Info on all meetings held by Zoom
Kathryn Craffey	6/6/2026	Code of Ethics, Roberts Rules of Order LWM Handout to Council, Oaths, Insurance
Fred Williston - Lakeland Times	6/11/2025	DPW new hires with background and processes (RCG)
Fred Williston - Lakeland Times	6/11/2025	Airport and Snomobile Trail on Adams
Kathryn Craffey	6/25/2025	Public Assemblys, Peace and Good Order Ord 2017, Rules and Reg for Parks and Rec Ord 1992
Kathryn Craffey	6/30/2025	City Fireworks approval minutes, COER Insurance, Spielbauer Cert of Liability Coverage and Waiver Subrogation

Open Records Requests - CLERK
2025

AES Assessment	9/2/2025	Environmental Prop Concerns
Town of Woodruff	9/9/2025	DPW Wages
Sandy LeBiedz	9/11/2025	Elected Officials contact information
Melissa Parvis	9/23/2025	Organizational Chart, All employee listing with titles (ERLW)
Fred Williston - Lakeland Times	11/14/2025	Contractor citizenship policy
Chelsea Simms	12/9/2025	All 2025 meeting recordings
DNR	12/10/2025	Aquatic Invasive Species Information (RCG)
Kathryn Craffey	12/10/2025	Code of Ethics, Rotary Bldg Contract, ERRP Mntc Contract, Community Square Reservation Application, Parks Rental and Reservation Application
Kathryn Craffey	12/29/2025	Council and Finance Comm Agendas and Minutes 2018-2019, Council Conflict of Interest information, Elected Official Financial Disclosure information.

Open Records Requests - CLERK

January - March 2026

REQUESTER	DATE	TOPIC
Mark Zurada	1/2/2026	BID Documents for 2021 Pleasure Island Rd (MSA)
Kathryn Craffey	1/3/2026	TID Worksheet PC202 2024-2025
Kathryn Craffey	1/7/2026	Budget Information, Minutes, Mill Rate, TID Levy, Accounting Information, TID Budget, 2024-2025 Statement of Assessments, 2024-2025 Mill Rate Raw Computation, 2024-2025 TID Values, Corrected 2025 Budget Summary Email
Martha VonKluck	1/16/2026	Property Tax/Mill Rate Info
Dottie Reeder	1/19/2026	Planning Comm and Council Riverside Sign in Sheets
Town of Woodruff	1/21/2026	PD and DPW Wage Analysis
Carol Marshall	1/22/2026	Riverside Re-zone Ordinance, Resolution of Riverside Prelim Plat, Plat Map, Planning Comm and Council minutes
Kathryn Craffey	1/26/2026	Riverside Deeds and Zoning (RCG)
Brian Novotny	1/8/2026	1100 N Railroad History (ERHS, ERFD and RCG)
Grag Maulick	2/4/2026	Annual Event Listing
David Tebo	2/4/2026	Room Tax
Kathryn Craffey	2/5/2026	Comprehensive Plan, Spruce and Third Grants, Expenditure Reduction, Explanations (RCG)
Barry Holzman	2/5/2026	Golf Course Season Pass Letter/Code of Conduct
Michell Drew - VCNR	2/11/2026	TNR Info
Fred Williston - Lakeland Times	2/11/2026	9-9-25 Silver Lake Rd Stop Sign Minutes/Agenda
Jack Craffey	2/12/2026	Ginner Emails with NCRPC, Budget Info, 2024-present Laux open record copies, Minutes
Shawn Murphy	2/13/2026	Organizational Chart, Employee List city wide with wages, titles, and FT/PT designations
Jessica Rosales	2/16/2026	2026 Compilation of COER and PD employees
Kathryn Craffey	2/21/2026	2024 Safe Streets Grant, Grant Submissions, Dog Park, Elm Dr BID packet with sales information, Riverside Plat Map and Rezone, Comprehensive Plan, Jan/Feb Zoom meetings
Jack Craffey	2/22/2026	Nov-2023 thru Dec 2023 Laux open records, TID info, Debt Management policy, Consulting agreements, 24-25 RW Baird invoices

Open Records Requests - CLERK

January - March 2026

Kathryn Craffey	2/23/2026	MSA Invoices for Grant Services
Kathryn Craffey	2/26/2026	Public Hearings - Eagle River Hist Society sign app (RCG)
Chelsea Simms	3/6/2026	Registered voters list
Kathryn Craffey	3/8/2026	Planning Comm member requirements, trainings, responsibilities, Room Tax funding, ERHS sign app
Kathryn Craffey	3/12/2026	CUP for overnight camping application Riverside/Riverview (VC & COER)
Kay Hoff	3/26/2026	Absentee Requests on file
Kathy Linville	3/26/2026	Republic Services Contract
Chelsea Simms	3/19/2026	COER 2024 Financials
Fred Williston - Lakeland Times	3/26/2026	Council Meeting Citizen Comments

Open Records Requests - Administrator

1/1/2025 to Present

Date	Request From	Content	Amount of time
04/09/26	Nan Andrews	Jerry's email address	20 minutes
03/31/26	Kathryn Craffey & Chelsea Sims	2 separate but identical requests regarding the ERHS Interpretive	20 minutes
03/12/26	Kathryn Craffey	Riverside Park	30 minutes
03/09/26	Kathryn Craffey	ERHS Interpretive Signage	20 minutes
02/27/26	Jack Caffrey	Comprehensive Plan	45 minutes
02/26/26	Kathryn Craffey	ERHS Interpretive Signage	30 minutes
02/23/26	Jack Caffrey	Comprehensive Plan	5 hours
02/23/26	Kathryn Craffey	SS4A Grant	
02/10/26	Kathryn Craffey	Comprehensive Plan	
01/27/26	Kathryn Craffey	437 W Division St	
01/26/26	Kathryn Craffey	437 W Division St	
05/14/25	Kathryn Craffey	Device Amplification	

City of Eagle River

CLIENT LIAISON:

Phil Kriesel
 Phone: 715-362-3244
 Cell: 715-482-0238
pkriesel@msa-ps.com

John Promer P.E.
 Phone: 715-304-0415
 Cell: 715-605-2331
jpromer@msa-ps.com



DATE:

April 14, 2026

2026 STREETS PROJECT (R00088144)

The project bid date is being postponed to May due to staffing and medical challenges. This change will not affect the ability to complete construction during the summer. City staff will meet with us on April 14 to review the plans and project details.

NON TID SERVICES 2025 (R00088145)

The Non TID services contract allows MSA to respond quickly to small engineering service requests as they come up.

SILVER LAKE ROAD (R00088117)

- It is still too early to look for the grass growth needed to close the project out.
- The project is substantially complete. MSA will monitor the grass growth before approving payment for the final retainage.

Currently the project is under budget with Change Order # 1 pushing the project costs to slightly above the bid amount.

- Project work completed to date \$583,244.55
- Change Order #1 completed to date \$ 46,871.00
- Pay Request #3 \$630,155.55
- Original Change Order #1 amount \$ 52,936.00
- Project Contractor
 - Pitlik and Wick
 - Bid amount \$628,635.70

The City of Eagle River was awarded a \$320,971.32 MSID grant from WISDOT for the reconstruction of Silver Lake Road from the intersection of Sheridan Street and Silver Lake Road to the City limits

near the swimming beach. Our estimate at the time of the bid was \$670,244. The planned project is to include replacement of the pavement and provisions for a sidewalk on the south side of the project.

Change Order #1 Added drainage corrections near the end of Mc Faul Lane.

GIS UPDATE (R00088098)

The City upgraded their GIS apps in 2025 to the latest version of ESRI software called ArcGIS Experience Builder. The City continues to utilize their GIS apps for viewing, tracking maintenance and keeping inventory of City owned streets and utilities.

USER AGREEMENT WITH LANDFILL UPDATE (R00088141)

MSA will continue to facilitate User Agreement talks between the City of Eagle River and Highway G Landfill. The discussions relating to updating the agreement have paused, because the City is no longer accepting the landfill's leachate. Additional conversations are anticipated in the coming months. MSA has also periodically shared information with the landfill and their engineer regarding leachate pretreatment.

GENERAL WASTEWATER ASSISTANCE UPDATE (R00088143)

MSA has provided various technical assistance to the City of Eagle River in recent months:

- Most recently we have assisted in evaluation of potential new sites for land application and contacted DNR for updates on permitted fields.
- We have identified a backup plan for treating the sludge at a municipal WWTF approximately 1.25 hours away
- We are working with staff to identify additional land application sites that might be suitable
- We are assembling information pertaining to what steps are needed for getting new land application sites permitted through DNR. MSA and the City have both recently attended trainings and seminars that have provided beneficial information for evaluating new land application sites as well as getting them permitted/approved.
- Assist with investigation and feasibility of setting up a temporary dewatering system this summer or fall, producing a cake biosolid, and then land application or landfilling.

WDNR INTENT TO APPLY – CLEAN WATER FUND AND SAFE DRINKING WATER LOAN PROGRAMS

An ITA was submitted for sewer lining that was part of the Spruce and Third Streets project. An ITA does not obligate the City to proceed with a project. There is no fee for this service.

It is important to think about what possible projects could come up in the next year to apply for. This should be looked at like a wish list. Funding changes will happen over the next year, and this is the required first step in using DNR loan and grant programs.

Eagle River Area Fire Department

Monthly Activity Report – March 2026
Year-to-Date Summary Included

Overview

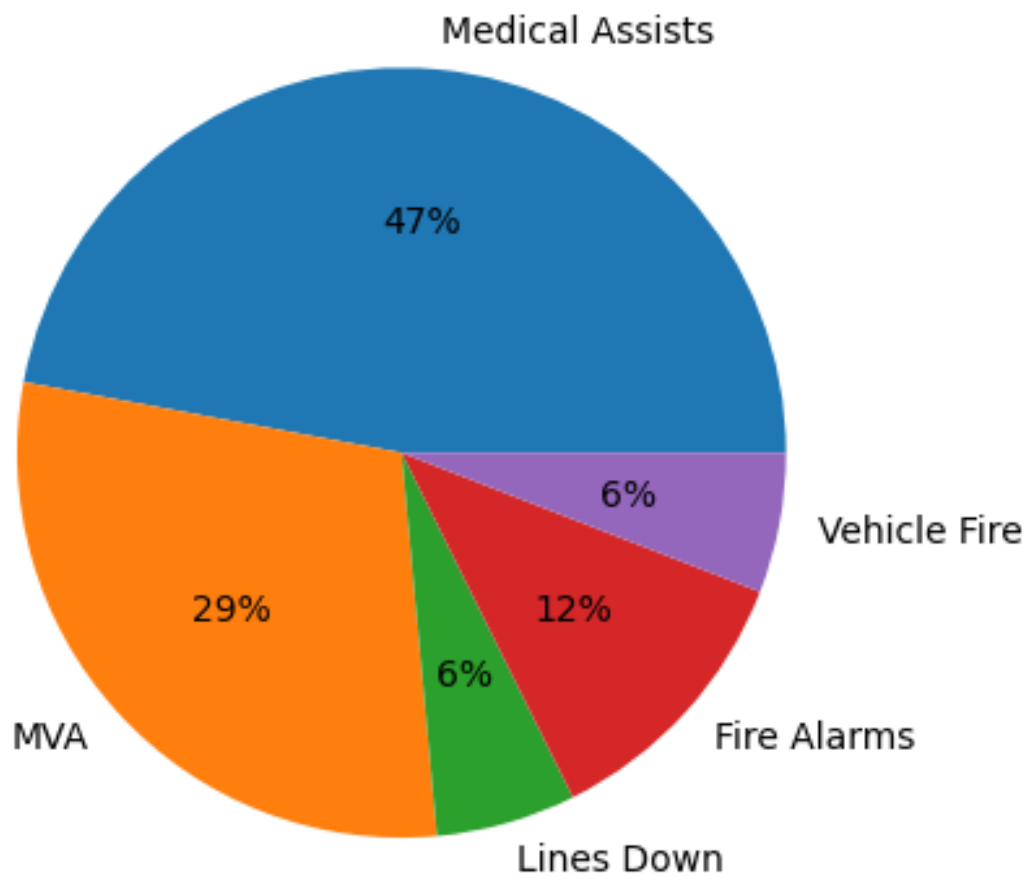
The department responded to 17 incidents in March 2026. Year-to-date calls total 86 incidents across all jurisdictions. At this time in 2025 the call total was 52. That is a 65% increase in calls.

March Incident Breakdown

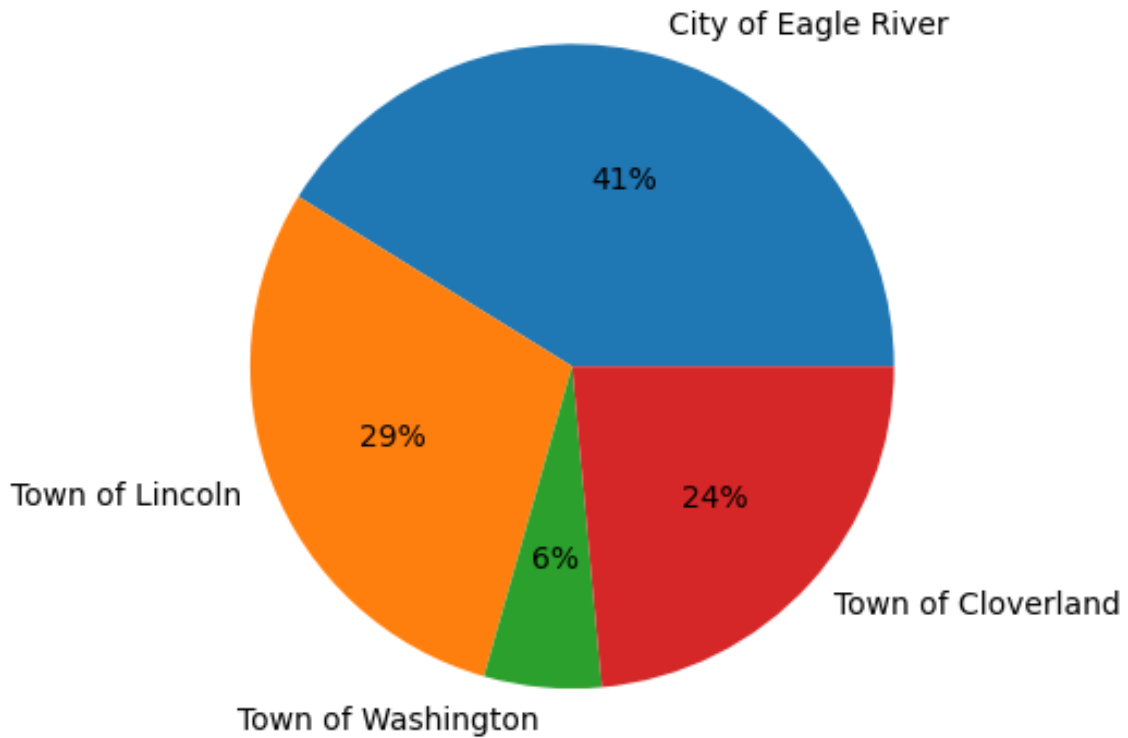
Monthly Activity Report – March 2026

Total Calls: 17

Incident Type	Calls
Medical Assists	8
MVA	5
Lines Down	1
Fire Alarms	2
Vehicle Fire	1
Total:	17



March Jurisdiction Breakdown



Year-to-Date Summary (Jan–March 2026)

Medical Assists — 36

MVA — 27

CO Alarms — 6

Fire Alarms — 6

Fires — 2

Gas Leaks — 2

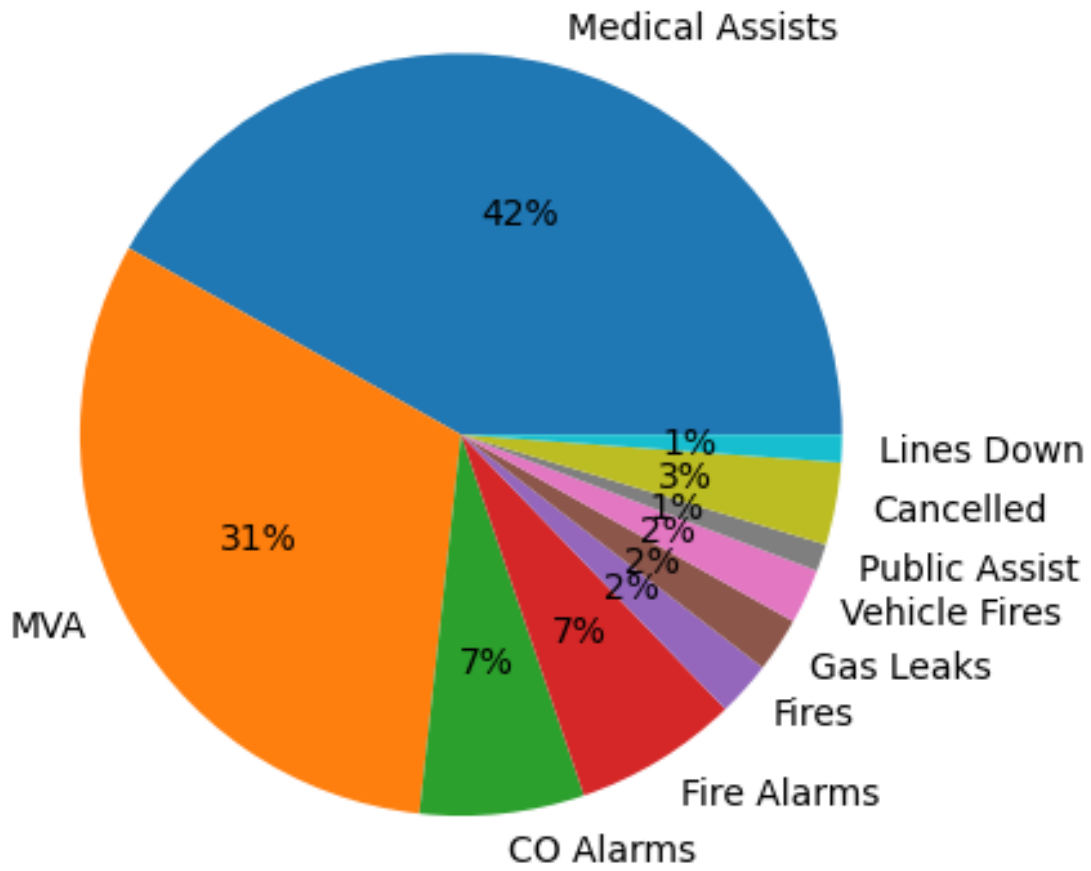
Vehicle Fires — 2

Public Assist — 1

Cancelled — 3

Lines Down — 1

Total Calls: 86



CITY OF EAGLE RIVER MONTHLY POLICE CHIEF'S REPORT

APRIL 2026

Presented to: Mayor Debra Brown and the City of Eagle River Common Council

Prepared by: Chief Tyler Salvinski

CURRENT ACTIVITY:

During the month of March our officers investigated 119 offenses. A total of 9 cases were cleared by arrest or referred for prosecution. A total of 4 new cases were added to our active investigation caseload. A total of 0 cases were placed in inactive status and 0 incidents unfounded. The remaining cases have been closed without arrest or referred for review to the District Attorney, Juvenile Intake or another agency. Our active investigation caseload is presently 36 cases under continued investigation. In addition to calls with sufficient detail to report below, the following reflects the numbers and types of calls for service:

Alarm	3	Property Watch	1
Ambulance or Medical Assist	12	Resisting/Interfering w/Police	1
Citizen Dispute	1	Traffic Accident NonRep	1
Citizen Assist	15	Traffic Accident, Prop Damage	4
Criminal Mischief	1	Traffic Accident, Pers Injury	1
Cont Subst/Possess Synthetics	1	Traffic Hazard	1
Disorderly Conduct	5	Threatening	1
DUI Alcohol or Drugs	4	Traffic Offense	8
Domestic Violence Offense	2	Trespass of Real Property	3
Fraud, Impersonation	1	Theft, Property, Other	5
Fraud/Swindle/Confidence Game	1	Theft, Property, Purse	1
Information	9	Theft, Property, Shoplifting	1
Juvenile Problem	3	Theft, Vehicle: Automobile	1
Lost or Found Property	2	Theft, Vehicle: Other Type	1
Parking Problem	2	Unsecure Premises	3
Probation/Parole Violation	2	Utility Check	3
Suspicious Person/Circumstance	7	Welfare Check	18

A total of 72 traffic stops were conducted resulting in a total of 47 citations or warnings being issued. The following reflects the numbers and types of citations or warnings being issued:

Driving against traffic	1	Operate w/o valid license	1
Exceed zones and posted limits	23	Operator fail passenger seatbelt	1
Fail stop-stop sign	2	Operating MV w/o proof insurance	2
Improper right turn	1	OWI 1 st offense	1
Improper display plate	1	Possession of marijuana	1
No muffler/defective muffler	1	Prohibited alcohol concentrate	1
Non-registration	6	Reckless driving	1
Operate after suspension	1	Unreasonable & imprudent speed	3

Our department took 8 people into custody and booked them into the Vilas County Jail.

Patrol Sergeant Adam Ross officially announced his retirement on May 31, 2026.

Officer Brett Benes has purchased a home within the county. He will be moving into his new house within the month and is looking forward to not having to drive an hour to come to work.

We have interviewed two candidates for the patrol officer position. The third candidate dropped out, and we have a fourth we are going to be interviewing. We are starting background investigations into the two candidates. I am hoping to extend an offer to a candidate as soon as possible!

The COPS hiring grant has still not been released. The last action from the government was in September of 2025. The previous grant had an application period from May 20, 2025, to July 1, 2025. I expect the 2026 grant will be about the same application period once it is released.

Couples Retreat will take place from May 1st to May 3rd. The second Responders Retreat will take place from September 28th through October 2, 2026. This is part of the peer support grant, and all spots for the Couples Retreat have been filled.

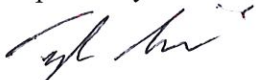
Officer Jordan Brault assisted the Vilas County Sheriff's Office locate a suspect in Phelps. Officer Brault utilized the department drone to assist in locating the suspect in the woods.

Traffic enforcement on Sheridan St at Silver Lake Rd was conducted. Marked and unmarked squads were used at various times during the day. The estimated average speed of vehicles throughout the enforcement was 27 MPH.

A "No Kings" protest was held at the Farmer's Market on Saturday March 28, 2026. There were no incidents at the protest. Officer Jordan Brault issued 3 citations for traffic violations.

I applied for the Law Enforcement Overdose Prevention Program. This program provides officers with Naloxone to administer to people who are having a drug overdose. The program also allows the department to hand out Naloxone to citizens.

Respectfully submitted,



Tyler Salvinski
Chief of Police



Eagle River Police Department

525 E. Maple Street • P.O. Box 1269 • Eagle River • WI 54521

Adam Ross, Assistant Chief
Ryan Rossing, Detective Sgt.

Tyler Salvinski
Chief of Police

Tele: 715 479-4343
Fax: 715 477-2733

March 31st, 2026

Dear Chief Salvinski,

Pursuant to our conversations on March 17th, 2026 I will be retiring May 31st, 2026, with the understanding all remaining sick leave will be paid out pursuant to Section 12.05 of the union contract.

Sgt. Adam Ross
Eagle River Police Department

City Administrator's Report

April 9, 2026

Submitted by Robin Ginner

Admin/General

Silver Lake Road & Sheridan Street Intersection – DPW has ordered the signs, and our intention is to have them installed May 1st. Press releases will be sent to all area media (WRJO, WJFW, Vilas County News Review, Lakeland Times), and a copy will be sent to Pitlik. I will also call Pitlik to make sure they are noticing their truck drivers that a stop sign has been added to the route.

See Appendix B for additional information and recommendations from Adam Grassl regarding the Silver Lake Road and Sheridan Street intersection. He completed a detailed assessment of the area, along with further recommendations outlined in the attached letter.

Rotary Square – On April 2, Detective Ryan Rossing reported damage and graffiti in one of the bathrooms at Rotary Square. The door appears to have been kicked from the inside with enough force to misalign it, preventing it from closing properly. I asked Det. Rossing to yank the door shut and lock it. Jared from DPW was able to look at the door and seems to have gotten it fixed.

Graffiti was also found on the sharps container and changing table. While some of the markings were successfully removed, the sharps container will need to be replaced due to permanent damage.

A couple homeless individuals, who were present in the glass portion of the pavilion, were able to provide a general timeline indicating when the restroom was last observed without damage. Detective Rossing does not believe they were involved. He and Officer Ross are currently reviewing available camera footage from Rotary Square to try to identify the responsible party.

IT/Phones/Internet – We are continuing to work through the system conversion. Frontier incorrectly configured our static IP addresses, which has delayed several installation components. IT Strategies is scheduled to return on-site April 15–16 to complete the conversion. A Frontier technician will be present at that time to address any remaining configuration issues.

We have also encountered delays with our current Microsoft provider in relinquishing administrative control of our licenses to IT Strategies. I have communicated with them multiple times and established a firm deadline of Friday, April 3 at 8:00 a.m. to complete the necessary actions. If that deadline is not met, we will pursue alternative options. While those options may be less streamlined, I have made it clear that we are prepared to escalate the matter to Microsoft if control of the licenses is not transferred promptly.

Departments/Committees/Commissions

Golf Course – The new coolers are fully installed. Camtech will meet with the Andersons later this month to walk through the equipment and make sure they know how to operate everything properly.

The kitchen hood and Ansul system cleaning and recharge are scheduled and will be completed this month.

Water was turned on in the Clubhouse on March 31. At this point, we're just watching the weather. Kyle is aiming for an opening in the third week of April, but that will depend on conditions and whether the grounds crew has enough time to finish course cleanup.

Planning Commission/Comprehensive Plan – Because of the ice/snow forecast on April 2nd, we cancelled the meeting and will address the items on the agenda in May.

Police Department – The PD's current union contract expires at the end of 2026. Our existing union coordinator, Randy Ingram, is retiring on July 3rd, so rather than work with a new rep, we are working on the 2027-2030 ahead of his retirement. Officer Jordan Brault has taken over as Union Rep for the department. I will work with Jordan and Chief Salvinski on a number of items we would like to have clarified in the contract language. We anticipate the new contract to be ready for Council approval no later than June.

Public Works – The dumpster has been ordered for our yard waste disposal option. There is a four-week delivery estimate, so it should arrive sometime in April. The website has been updated to notify the public that yard waste dumping will be available May 1 through November 1 annually.

With a "normal" winter under our belt, and higher than anticipated fuel prices, DPW has used up over half of its fuel budget for the year. Brad is already anticipating ordering a little less salt for the 2026-27 season, so we may be able to balance the fuel overage with the lower salt order expense.

DPW report on the previous month's activities attached to this report ([Appendix A](#))

River Trail Commission – The RTC requested that the WisDOT defer decisions on snow removal to the individual municipalities along the River Trail. They were having a bicycle/pedestrian coordinator's meeting in late March where the issue was on the agenda. I have not yet received an update as a result of the meeting, and reached out to our contact, Richard Handrick, for an update.

Room Tax Commission – The Room Tax Commission will be reviewing Tourism Promotion and Development Grant applications at the April 15th meeting. We have a full budget of just over \$100k to award for 2026, and quite a few applications to compete for funding. This grant program is a great opportunity to transfer some of that money right back into our community.

2026 Projects

Ice Rink Shelter – It was noted that the little shelter by our ice rink (behind City Hall) is in need of repair. WPPI will be paying for the materials, and DPW will put in the labor to replace the roof and perform any additional repairs as needed this summer.

MSA – Phil Kriesel has notified me that he will be retiring on May 8th. Our likely on-site replacement will be John Promer, with whom we worked as the on-site for the Silver Lake Road project. Both Phil and John will be at the April meeting.

Safe Streets 4 All Grant (SS4A) – With our lead engineer retiring and my MSA funding contact, Art Bahr, out on medical leave for the foreseeable future, I felt it would be a good idea to attend an offered SS4A workshop so I can make sure to get the most out of this grant, and not make any mistakes on the process. The workshop was on April 7th in downtown Chicago. I stayed with a relative, and the workshop registration was free. So, the only expense for me to attend this workshop is mileage, train/taxi fare and meals. I will be working with Diane Rowe from MSA on the SS4A grant until Art is back to full time with MSA. The workshop provided a good jump start on what needs to be completed to comply with the grant, and offered a number of resources and coaching options for us to tap into as needed.

City Hall Sidewalk, Gutters – In 2024, when we repaved Maple Street, we also installed new curb, gutter and sidewalk. The salt from the winter pocked the new cement (but not the old, which leads me to believe there's something from with the cement). I reached out to Phil at MSA, and apparently we're not the only customer experiencing issues with the concrete. He's reached out to Pitlik, and they will repair the cement this summer. Significant pocking is visible on the sidewalks and gutter.

Chipsealing – I've released the RFB (request for bid) for the 2026 chipsealing work approved in our capital improvement plan. It will be posted in the newspaper for two weeks and is also posted on the City's website. Bids are due May 8th, and they will be on the May agenda for discussion and possible approval.

2026 Street Projects – Phil has notified me that the projects approved on our capital improvement plan for 2026 will be bid out in May. I will be meeting with Phil, John and Brad on April 14th to review plans and start the process on this year's street and alley projects.

Appendix A – Public Works Department for March

Submitted by Brad Adamovich

The month of March brought a few large snowstorm events to the City which required constant monitoring of the streets and sidewalks. The types of precipitation and large temperature variations required utilization of several different techniques to maintain public safety within the City limits.

DPW received several sewer calls during the month. Upon investigation and after running the city main sewer lines with the jetting machine, none of the sewer calls were a result of any issues with the municipal main lines. All issues were with privately owned laterals or private sewer systems. The DPW also ran several frozen storm sewer lines that were frozen and were not accepting snow melt/water runoff.

Broad overview of DPW work activity during the month:

- Maintenance and repairs on plows and snow removal equipment
- Plowed and removed snow from roads
- Snow blow and shovel the municipal owned sidewalks
- Apply sand and salt to roads and sidewalks when necessary
- Pushed up snow dump sites after storms
- Widened alleyways
- Pushed and hauled snow away from intersections for visibility
- Widened roadways and intersections
- Hauled snow out of municipal parking lots after storms
- Sign repairs to damaged road signs; temporary signage installed as necessary
- Maintenance on municipal buildings
- Picked up animal road kills
- Delivered and picked up signage and barricades for events held within the city
- Maintenance on sewer jetting machine
- Thawed frozen storm sewer lines with jetting machine
- Continued trap, neuter, return program of the stray cats
- Completed work at golf course clubhouse to help facilitate repairs and updating
- Shoveled the roof at the golf course clubhouse
- Opened up storm catch basins that were frozen shut to help with road drainage
- Made substantial repairs to tandem dump truck suspension
- Pushed up loads of road salt into salt shed that were delivered throughout the month
- Painted benches from the beach
- Installed communication radio in dump truck
- Repaired broken 'Welcome to Eagle River' sign on 70 west
- Began to patch potholes in roadways and sidewalks when weather permitted
- Picked up paper products from City Hall and distributed through city owned bathrooms
- Began steam cleaning of snowplows, trucks and snow removal equipment

Appendix B – Response to Silver Lake Road Stop Sign (from Adam Grassl)

Hi Robin,

I believe that the necessity for additional stop signs on Silver Lake Rd - especially at Sheridan St - requires additional consideration. The additional patrolling of the area is very much appreciated (and seems to be somewhat effective), but the one additional sign authorized at the last Council meeting is concerning to me.

Attached is a thorough assessment I drafted for the City Council to help educate and demonstrate need, should they view the matter as fit for further review. If they or anyone else has questions, I'd be happy to answer them or discuss further.

Thanks for your consideration,

-Adam Grassl

(See following pages for recommendations by Adam Grassl)

March 26, 2026

Re: Traffic Behavior and Stop Sign(s) on Silver Lake Rd

Members of the Eagle River City Council,

My name is Adam Grassl. I have been a member of the City of Eagle River Planning Commission for many years, and my family and I live at 733 E Silver Lake Rd. We can see the intersection of Silver Lake Rd and Sheridan St from our living room, and we are everyday witnesses to the behavior of traffic on our road. Furthermore, I've crossed the intersection of Silver and Sheridan as a pedestrian at least four times daily on most days over the last twelve-plus years.

Traffic along the length of Silver Lake Rd is concerning, and there is more that can and should be done to improve the safety for pedestrians, cyclists and motor traffic. Adding a sidewalk on E Silver was an important and appreciated step, but taking action to add only one more stop sign at the intersection with Sheridan was a faux pas. Here I will provide my opinion on the issues, especially for that portion of Silver Lake Rd which runs east-west, based on my observations over the past dozen-plus years.

So, What's the Problem?

The issue of the intersection at Silver Lake Rd and Sheridan St was presented to the Council after a severe crash occurred just down the road from the intersection. The speed of the vehicle exiting an uncontrolled portion of the intersection, as well as visibility around snowbanks and a hill/curve combination are believed to be factors in the incident. However, these same factors exist at multiple spots along Silver Lake Rd, sometimes in concert with one another. The main problem is vehicle speed, which is exasperated by curves, hills, poor visibility at intersections, wide lanes, and a speed zone transition.

Speed

Silver Lake Rd - from the intersection of Wall St to the City limits - is over two-thirds of a mile long. During this entire stretch there is not a single traffic control device. For the first two-fifths of a mile from Wall St to Sheridan St, the road is very wide and straight which subconsciously invites higher speeds.

The remainder from Sheridan St to the City limits is narrower, but a downhill slope going east from the intersection - and a feeling that you're leaving town - again invites speed. Going west from the City limits into the City, traffic is leaving a 35mph zone, but there is very little in the characteristics of the road itself to suggest that a change in speed is required (in fact the City portion seems wider than the 35mph Town of Lincoln portion).



Image 1: It looks like you're heading into the Country after the curve.

Speed is an issue for all types of vehicles, from

cars and cement trucks to motorcycles and ATVs.

Types and Volume of Traffic

Silver Lake Rd is a major collector road, not just for the City of Eagle River, but also for many properties in the Town of Lincoln. There are many times more Lincoln properties served by the road than City properties. The City portion of the road is less of a service road and more of a thoroughfare; it's a means to get somewhere, not to arrive somewhere.

Aside from servicing residential properties, there is also a large non-metallic mine (quarry) used for construction purposes all over the area. Large trucks hauling materials, equipment and goods to and from the quarry run year-round, but are constant during certain times of the year. Frequent types of vehicles include dump trucks and cement trucks, as well as the occasional flatbed hauling large equipment or machinery. It is odd to me that trucks of this nature are allowed year-round access to City roads which are used as de-facto truck routes. An alternate route to State Highway 70 exists through the Town of Lincoln.

Visibility and Road Characteristics

Silver Lake Rd - especially that portion northeast of Sheridan St - has a number of curves and hills that can lead to limited long-distance visibility. In winter, inevitable snow piles further reduce visibility at intersections. Relatively short visibilities can lead to cars creeping out into the intersection to get a better view, or vehicles/pedestrians entering traffic without knowledge of oncoming vehicles.

Other road characteristics can influence traffic behavior as well. As mentioned earlier, wider roads such as that portion of Silver Lake Rd south of Sheridan St, invite higher speeds while also making it more difficult to fully cross all lanes of traffic - both for vehicles and pedestrians. Roads with vegetation and structures far back from the traveled surface (especially when newly-resurfaced) like much of the beautiful new E Silver Lake Rd can still encourage speed.



Image 2: Silver Lake Rd is very wide from Wall St to Sheridan St.

A good example of these dynamics is when church is in session on Silver between Spruce St and Main St. With parked cars on both sides of the road, traffic tends to slow down. The parked cars have effectively reduced the width of the street, and have brought obstacles closer to the traveled surface.

Bad Spots

Following are some areas (in relation to Silver Lake Rd) that I think deserve some consideration of their traffic behavior in relation to the stated problems.

Maple St



Image 3: The view to the north (left) is often obstructed in winter.

In winter it is very difficult when trying to turn from the west side of Maple onto Silver due to snowbanks. A power pole with guy lines and a fire hydrant nearby make this area difficult to push back and keep sufficiently clear for good sight lines without creeping out into the road.

Sheridan St

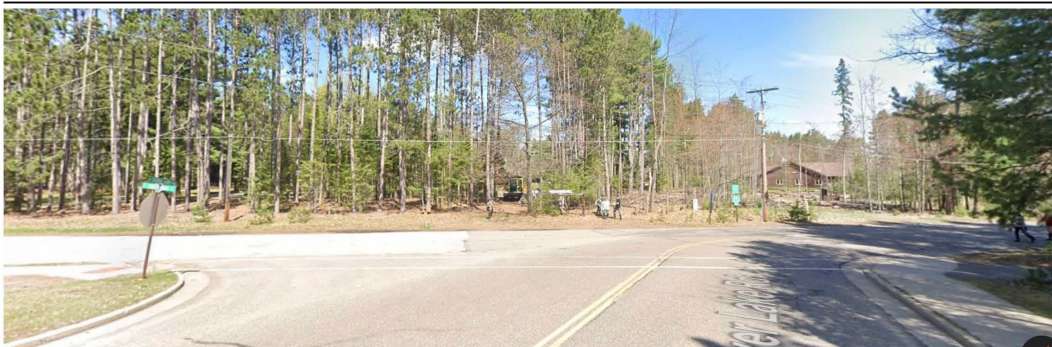


Image 4: The intersection at Sheridan St is very wide and has bad angles. Watch out for kids!

- Making a left turn onto Sheridan requires the driver to first veer right before turning left due to limited visibility to the right and the construction of the curve.
- Signaling when traveling west on Silver is always confusing - I would never trust that someone not signaling is traveling “straight” onto Sheridan. Furthermore, signaling to stay on the same road (per the posted sign) is somewhat counterintuitive.
- Trying to turn left off of Sheridan is very difficult in the winter due to snowbanks, the sharp angle of the intersection, and the hill to the south.
- Traveling north on Silver going into the intersection can be tricky in the winter. There is no “hard right” arrow sign at the intersection, so people usually go into it too fast. This combined with traveling downhill can lead to control issues.

Bond St

Trying to turn onto Silver is extremely difficult without creeping out into traffic due to the sharp angle at which the two roads meet - you're looking back over your shoulder to see to the east. This is exasperated by a power pole and a row of trees growing much too close to the road. Cars often need to brake suddenly after their initial attempt to turn onto Silver because a vehicle appears out of nowhere.



Image 5: Looking east from the stop sign on Bond St.

Dyer Park

Heading south toward Silver you're going down a very steep hill, which again could be problematic in the winter. Similar to Bond, you also need to look back at an acute angle over your shoulder to turn onto Silver while trying to see around trees and a power pole.



Image 6: Looking east just back from the stop sign on Dyer Park.

Recreation Areas



Image 7: Kids going back to Trees for Tomorrow cross Silver Lake Rd at the intersection with Sheridan St.

Aside from specific areas of concern, Silver Lake Rd in the City travels past Gremban Park (the park behind City Hall), the ice skating rink, Trees for Tomorrow (a school), Silver Lake, and the

City beach (not to mention servicing the T-docks just two blocks away). Especially on E Silver, pedestrian (and wildlife) traffic is heavy much of the year, especially compared to much of the rest of the city aside from downtown. Kids play in the road, it is a signed bike route, and people regularly walk to the beach.

What's Happening?

Following are traffic behaviors that I have personally witnessed - some regularly and some only occasionally, but always more than once.

- Division St is busy because there are few stop signs and it avoids Wall St to get to businesses by Trig's. Vehicles pull out in front of others or outright blow through the sign.
- Vehicles on occasion blow through the stop sign on Sheridan St and continue east on Silver - an extremely dangerous proposition.

- Traffic going north/east on Silver regularly cut the corner at Sheridan as tight as possible in order to maintain maximum speed, so that their tires are actually in the gutter or hitting the curb. The brand new road's new curb is black at the intersection due to this; do you see how close to the inside of the curve the white truck is in image 1? Before the curb was in place I could be standing in the designated walking area waiting to cross the intersection and have vehicles pass almost within arm's reach of me. When coming out of the curve they often swing out into the oncoming lane, regularly all the way over if there is no oncoming traffic.



Image 8: Snowy tire tracks show vehicles cutting the corner as tight as possible, then swinging out.

- Traffic going west/south on Silver almost without fail cross the centerline at Sheridan when turning left, usually so much that their entire vehicle is in the oncoming lane.



Image 9: A truck is almost completely in the oncoming lane.

- Dump trucks/trailers lose rock from their loads on the curve because they're taking it too fast - this after having come from the even curvier and faster portion of Silver Lake Rd in the Town of Lincoln.
- Vehicles turn the bend on Silver heading east and "open it up" as they go downhill. Likewise, they come from the 35mph Town of Lincoln and continue their speeds while going downhill until just before the corner at Sheridan. These can be cars, trucks (some rolling coal), motorcycles, minibikes, electric bikes, ATVs/UTVs, snowmobiles, or even on occasion construction trucks, which should be going even slower due to their inability to stop quickly.

- Vehicles still tend to “get over” when I’m walking on the sidewalk (I’m an obstacle closer to the road). If the vehicle feels uncomfortable with their proximity to me, they will **almost never** slow down, but will instead enter the oncoming traffic lane. It is literally as if drivers don’t realize that reducing speed can help alleviate the danger of a congested situation.

How Do We Fix This?

Since the City Council meeting in March 2026, there has been significantly increased monitoring of the intersection at Sheridan St by the ERPD which is much appreciated. However, traffic on Silver Lake Rd can come in fits and spurts, and when police aren’t present the problems may still persist.

Unfortunately I believe the Council’s action to put up a single additional stop sign south/west-bound on Silver is the worst possible solution - worse even than no additional signs at all. Stopping traffic at the new sign stops people directly in the path of danger - the very area where people traveling north/east go too fast and swing out into the oncoming lane. I’ve also seen vehicles (right behind me while walking) slide through this intersection and hit the snowbank on the opposite side of the road, right were traffic would be stopped on Silver.

An all-way stop at Sheridan should be the minimum action taken to help remedy some of the safety issues in the area. The Wisconsin Manual on Uniform Traffic Control Devices (WMUTCD) in chapter 2B, section 12 dictates when all-way stops may be used, and it recommends that an engineering study should “ultimately [be] the basis for a decision to install or not install all-way stop control.” There are a number of warrants for all-way stop control - 2B.14 relates to sight distance, and 2B.17 relates to “other factors”, including:

- A. “The need to control left turn conflicts.”
- B. “...improve traffic operational characteristics of the intersection.”
- C. “Where pedestrian and/or bicyclist movements support the installation of all-way stop control.”

I believe 2B.14 and each of the 2B.17 items could potentially apply to the intersection of Silver Lake Rd and Sheridan St.

Along the same line of thinking, and in the name of traffic/pedestrian safety, I would like a stop sign considered at Hirzel St and Silver Lake Rd, and also at either Maple St or Spruce St and Silver Lake Rd. Hirzel runs to the T-docks and sees significant traffic in the warm months. An all-way stop here would start to slow traffic for the benefit of the less-frequently-traveled Dyer Park, and stopped traffic would benefit those exiting Bond St. Maple St suffers bad sight lines in winter, but Spruce St is a major road funneling people out onto US Highway 45 heading north. I believe the spacing of stop signs for both Hirzel and Maple/Spruce would help to maximize the alleviation of some existing issues while also minimizing additional control devices.

Say What, Now?

To recap, the intersection of Silver Lake Rd and Sheridan St has long been an issue of public safety. A person shouldn't need to die at this intersection before this known problem is addressed. Take action to approve a final stop sign heading north on Silver, which will also remedy the previous action taken by the Council of only putting in one new sign. Traffic is heavy on Silver Lake Rd at times, but not consistently, as I'm sure the ERPD can attest to. I don't believe there would be any major traffic flow issues as a result of the new stop sign(s).

Furthermore, I recommend additional stop signs a couple of blocks before and after the Sheridan St intersection. These could help alleviate issues on more-traveled roads arising from bad sight distance/angles, and may actually improve traffic flow at high-traffic intersections. Trucks towing boats can more easily turn toward the T-docks, and also more easily pull out onto Silver when leaving. Silver Lake Rd runs directly through the City and should not be considered a sacred cow for travel speed to the detriment of the public, the City and its residents and visitors.

I'm very concerned for the wellbeing of people traveling on and enjoying the area around Silver Lake Rd. My motivations may be somewhat selfish living is such close proximity and having raised a family here, but my proximity to and time in the situation makes me uniquely qualified to weigh in on this matter. Furthermore, my family and I would be subject to most of my proposed stop signs on a daily basis. I'm talking about putting up a few stop signs on a 25mph City road with some issues, not in the middle of a highway (which Silver Lake Rd sometimes feels like). Thank you for your consideration; I hope my insight is of some assistance.

Respectfully,



Adam Grassl
733 E Silver Lake Rd



Snowmobile Capital of the World ★ ATV/UTV Capital of Wisconsin ★ Hockey Capital of Wisconsin

ORDINANCE 603

AN ORDINANCE AMENDING MUNICIPAL CODE, ARTICLE III – OFFICERS AND EMPLOYEES, DIVISION I - GENERALLY, SECTION 2-101 ELECTED OFFICIALS

Alderpersons shall be divided into two classes, one class of alderpersons to be elected in odd years and one class to be elected in even years

WHEREAS, the City of Eagle River would like to stagger election terms for Alderpersons, and;

WHEREAS, the Alderpersons shall be divided into an even district number class and an odd district number class, and;

WHEREAS, the even district number class will run for a one-year term at the April 2027 election and the odd district number class will run for a two-year term at the April 2027 election, resulting in the staggering of terms going forward, and;

NOW, THEREFORE: The Eagle River Common Council does hereby adopt the following changes to City of Eagle River Municipal Code, Sec 2-101 – Elected Officials:

SECTION 1. AMENDMENT TO MUNICIPAL CODE

DELETE: Sec. 2-101 - Elected officials.

The elected officials of the city shall consist of the mayor and four aldermen, one from each aldermanic district, all of whom shall be elected in odd-numbered years for terms of two years.

ADD: Sec. 2-101 – Elected officials.

- (a) *Number.* The elected officials of the city shall consist of the mayor and four alderpersons, one from each aldermanic district.
- (b) *Election.* The mayor and alderpersons shall be elected for two year terms. The mayor to be elected in odd years. The alderpersons shall be elected by the electors residing within their District. Alderpersons shall be divided into two classes, odd District numbers in one class of alderpersons to be elected in odd years and even District numbers in one class of alderpersons to be elected in even years.

SECTION 2. EFFECTIVE DATE

This ordinance shall take effect upon its passage and publication as provided by law.

Adopted this ___ day of April, 2026.

Debra A Brown, Mayor

Date

Becky Bolte, Clerk

Date

Date adopted: _____
Date published: _____
Date effective: _____



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Alderpersons shall be divided into two classes, one class of alderpersons to be elected in odd years and one class to be elected in even years

WHEREAS, the City of Eagle River would like to stagger election terms for Alderpersons, and;

WHEREAS, the Alderpersons shall be divided into an even district number class and an odd district number class, and;

WHEREAS, the even district number class will run for a three-year term at the April 2027 election and the odd district number class will run for a two-year term at the April 2027 election, resulting in the staggering of terms going forward, and;

NOW, THEREFORE: The Eagle River Common Council does hereby adopt the following changes to City of Eagle River Municipal Code, Sec 2-101 – Elected Officials:

SECTION 1. AMENDMENT TO MUNICIPAL CODE

DELETE: Sec. 2-101 - Elected officials.

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Debra A Brown, Mayor

Date

Becky Bolte, Clerk

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Invoice



Please make check payable to: Project Resources Group

Remit to: Project Resources Group 5690 DTC Blvd., Suite 650E Greenwood Village, CO 80111	Invoice #: CHS - 206435
	Date: March 05, 2026
	Confirmation Code: RQ557
	Bank: BOK Financial
Terms: Due Upon Receipt	Account Number: 5892990000037
EIN: 84-1576547	Routing: 102000607
	Remit Email: accounting@prgconsulting.net

Responsible for Damages: City Of Eagle River Department Of Public Works 1020 N. Bluebird Road Eagle River, WI, 54521
--

Date & Address Where Damage Occured: 02/21/2026 150 E Hospital Rd Eagle River, WI 54521
--

Labor and Material Costs			
	Units	Unit Rate	Amount
Internal Labor Costs			
Maintenance Tech	2	\$58.00	\$116.00
Truck Roll	1	\$116.00	\$116.00
Time Onsite	1	\$22.96	\$22.96
Responding to Damage	1	\$12.30	\$12.30
Compiling Interviews/Gathering Evidence	1	\$26.65	\$26.65
Responding to Damage	1	\$12.30	\$12.30
Damage Cost Procurement	1	\$20.09	\$20.09
Damage Cost Procurement	1	\$20.09	\$20.09
Compiling Interviews/Gathering Evidence	1	\$26.65	\$26.65
Time Onsite	1	\$22.96	\$22.96
Sub-Total			\$314.00
Material Costs			
CONN 875 PIN 3-PC. P3	2	\$11.42	\$22.84
CONN SPLICE BLOCK 1.5	1	\$7.42	\$7.42
HEAT SHRINK TUBING 1.7 X 48"	1	\$8.87	\$8.87
Sub-Total			\$39.13

Invoice Total	\$353.13
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Payment can be made with no additional fee by logging directly into your bank account. For your convenience, other payment methods are available, though a convenience fee may apply. Any convenience fees will be detailed before you are charged.

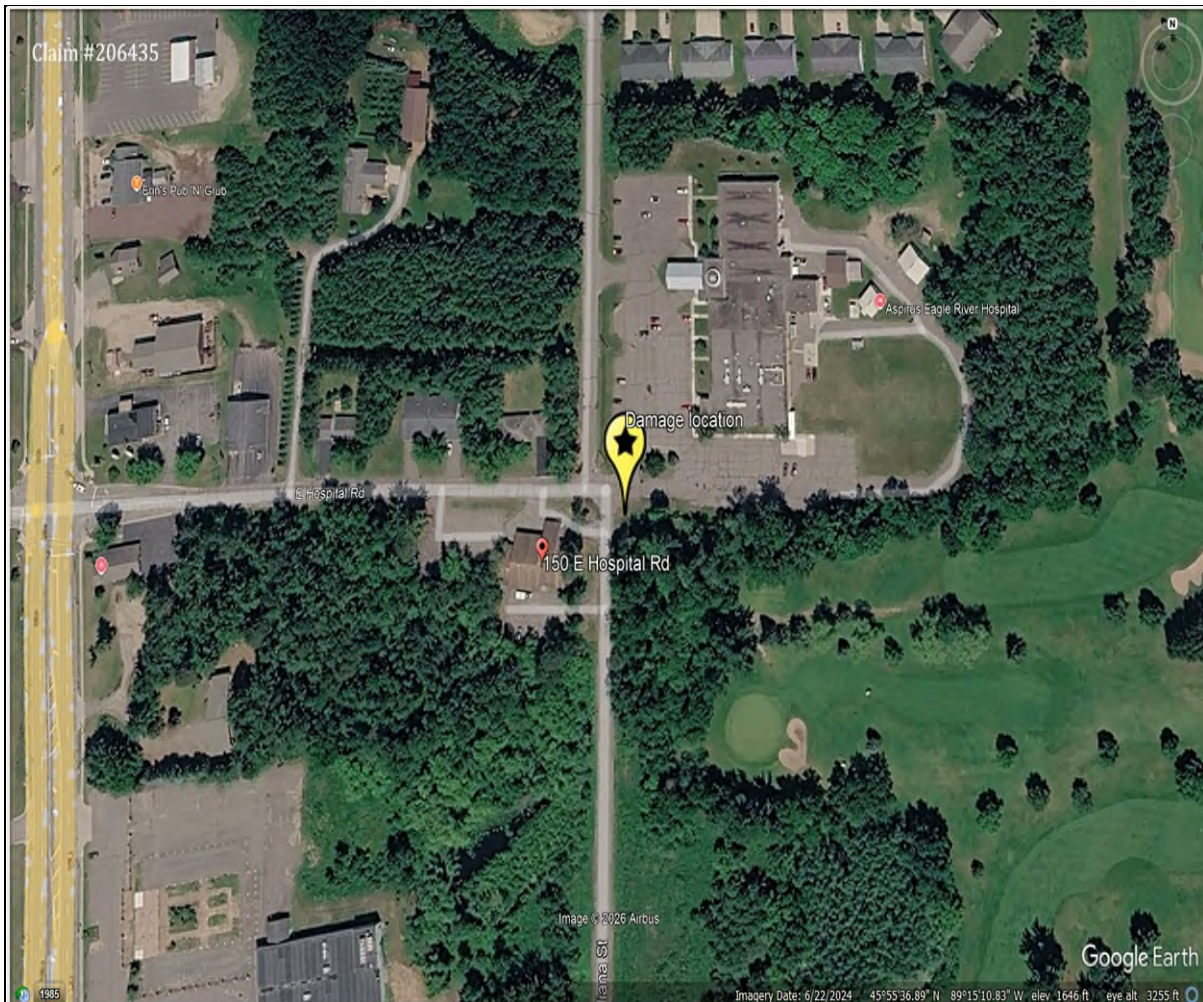
For questions regarding this invoice, please contact: Dylan Celli, 7206816399 or via email at dcelli@prgconsulting.net

Damage Specialist Findings

PRG CLAIM: CHS-206435
DATE OF DISCOVERY: 02/21/2026 01:30 PM
NOTIFICATION: 02/21/2026 04:04 PM
ARRIVAL: 02/21/2026 06:00 PM
LOCATION: 150 E Hospital Rd, Eagle River, WI 54521
DAMAGE SPECIALIST: Jordan Deal

SUMMARY

On 02/21/2026 at 04:04 PM, I was notified by a Charter Spectrum employee about damage at 150 E Hospital Rd, Eagle River, WI 54521. The damage happened to a pedestal owned by Charter by a snowplow while plowing snow during a large storm.



STATEMENTS

On 2/21/26, I was notified by dispatch about a damage at 150 E Hospital Road in Eagle River, WI. I arrived at the location of the damage and was easily able to locate the damaged facility with the help of the Charter tech. I took photos of the damage and spoke with the Charter tech, who told me a snowplow had hit the ped. I called the Hospital and asked them who does the plowing for the roads and the parking lot in the area of 150 E Hospital Road. The Hospital staff told me the city of Eagle River does the snow removal in this area. I called the Eagle River Department of Public Works, where I spoke with Brad Adamovich, and he told me that, in fact, they do the snow removal for that area, but his guys did not report or were unaware of the damage. I called all other snow removal companies in Eagle River, and they all stated to me that the city does the snow removal in that area.

DETERMINATION

Based on all the facts gathered and information from the damaging party, I find the City of Eagle River liable for damage to the charter facilities on 150 E Hospital Road.



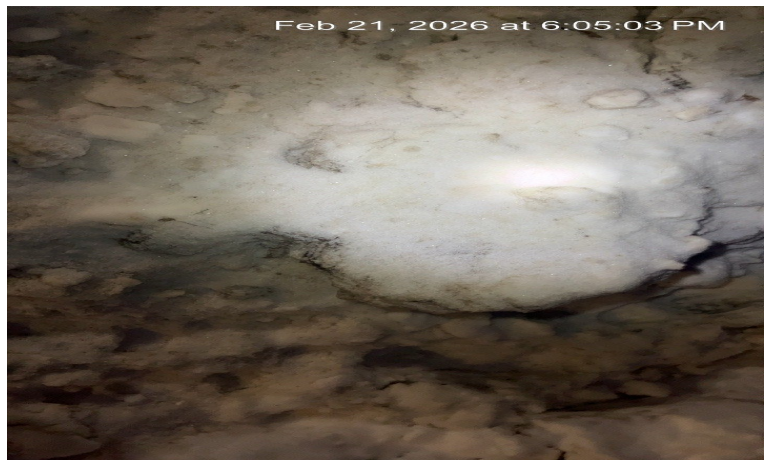
ROOT CAUSE

The facility was not properly protected while work was performed

182.0175 Damage to transmission facilities. -(2) Excavator and planner responsibilities.

(2) Excavator and planner responsibilities. (a) Planning. Every person who is responsible for the preparation of plans and specifications for nonemergency excavation and every excavator shall do all of the following: 1. Take reasonable action to learn the location of any transmission facilities in and near the area where the excavation is to be conducted. 2. Plan the excavation to avoid to the extent possible interference with transmission facilities in and near the excavation area. (am) Excavation notice. An excavator shall do all of the following: 1. Provide advance notice not less than 3 working days before the start of nonemergency excavation to the one-call system. 2. In an emergency, take all reasonable precautions to avoid to the extent possible interference with existing transmission facilities in and near the excavation area and notify as promptly as possible the owners of transmission facilities which may be affected by the emergency

excavation. 3. Maintain an estimated minimum clearance of 18 inches between a marking for an unexposed underground transmission facility that is marked under sub. (2m) and the cutting edge or point of any power-operated excavating or earth moving equipment, except as is necessary at the beginning of the excavation process to penetrate and remove the surface layer of pavement. When the underground transmission facility becomes exposed or if the transmission facility is already exposed, the excavator may reduce the clearance to 2 times the known limit of control of the cutting edge or point of the equipment or 12 inches, whichever is greater. 4. Provide a repeat notice to the one-call system if marks are destroyed or covered by excavation site activities, if the excavation does not start within 10 days of the scheduled start date or if excavation is interrupted for more than 10 days.





Feb 21, 2026 at 6:07:31 PM



Feb 21, 2026 at 6:07:19 PM



Feb 21, 2026 at 6:06:11 PM



Feb 21, 2026 at 6:05:28 PM



Feb 21, 2026 at 6:07:01 PM



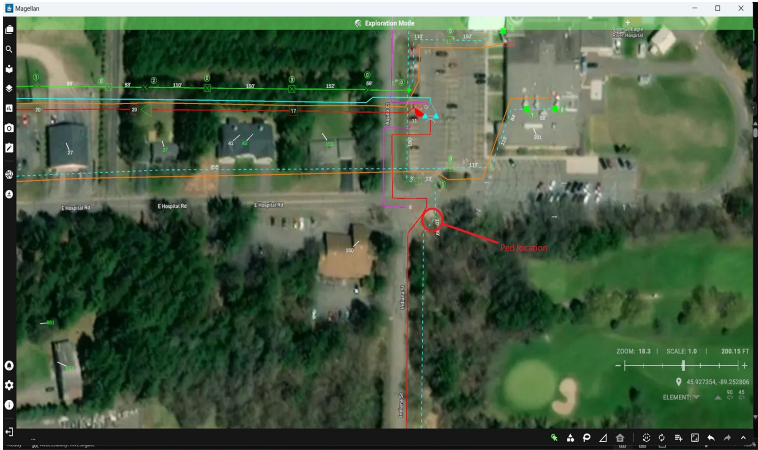
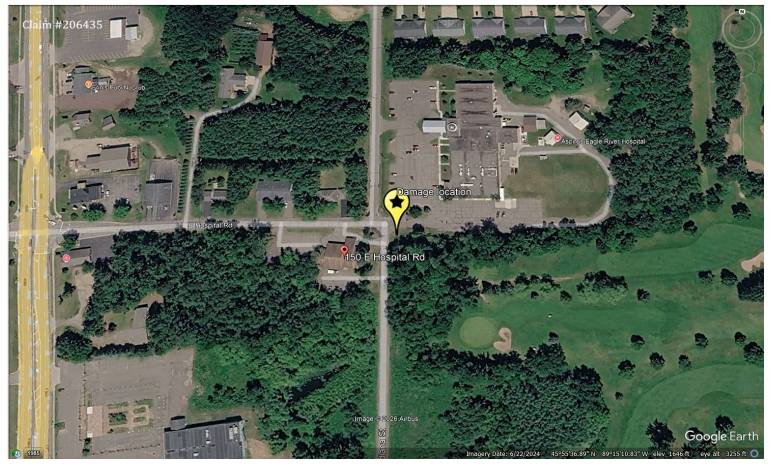
Feb 21, 2026 at 6:06:15 PM



Feb 21, 2026 at 6:06:17 PM



Feb 21, 2026 at 6:05:12 PM



From: [Dylan Celli](#)
To: [Becky Bolte](#)
Subject: Re: CHS-206435
Date: Wednesday, April 1, 2026 8:02:57 AM
Attachments: [image002.png](#)

Good Morning Becky,

Circling back here with a link to view a video taken by the investigator who responded to the reported damage:

<https://www.dropbox.com/scl/fi/3xtyswv5axavb1nm2va06/206435-Video-93h3-1.mov?rlkey=ozpnyo0efs1q3xw1jo83wyl5v&st=na39duo7&dl=0>

I will stand by for the City Council's review - let me know if I can be of any further assistance.

Thanks,

On Wed, Mar 18, 2026 at 2:21 PM Dylan Celli <dcelli@prgconsulting.net> wrote:

Becky,

Would this happen to be the same representative from public works who spoke on the phone with the PRG investigator Jordan Deal on February 23rd?

I ask because Jordan noted in this file on the 25th, "*Called all the snow removal companies in Eagle River, and they all stated that the City of Eagle River's department of public works does the snow removal for that area, and always have. The city hall clerk and Adam from the DPW even told me they did the snow removal there on the day of the damage.*"

I'm seeing notes in this file that Jordan spoke with a Brad Adamovich and a Becky Lind.

Thank you,

On Wed, Mar 18, 2026 at 7:31 AM Becky Bolte <Bbolte@eagleriverwi.gov> wrote:

Good morning Dylan,

After speaking with our Public Works foreman, he vehemently denies that the Public Works crew had anything to do with the 2/21/2026 damage to the ped at 150 E Hospital Rd, Eagle River WI and strongly opposes payment of the claim. The claim has been put on the City Council agenda for April 14, 2026 at 6:00PM. Please provide any additional proof that this damage was caused by the City of Eagle River so that it can be reviewed by our Council.

Becky J Bolte – WCMC



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Edits to the City Employee Policy Manual

1. Retirement Eligibility, Under Section 2 of the Manual – Conditions of Employment, and Section 3 – Benefits:

"Retirement" is defined as the voluntary termination of employment with the City by an eligible employee who meets one of the following criteria:

- Has attained the age of 50 years or older, or
- Has completed 25 or more years of continuous service with the City.

2. Update to wording to the City Employee Policy Manual, under Section 3 – Other Benefits, Fitness Benefit:

City employees are eligible for a City-funded membership at Tone Zone Fitness in Eagle River or may elect reimbursement of up to \$30 per month toward a qualified health club membership (e.g., YMCA, Spine and Sport, Northland Pines, or Three Lakes). To receive this benefit, the employee must use the selected facility at least four (4) times per month, regardless of location. The employee must provide proof of usage and out-of-pocket cost to receive reimbursement, up to \$30 per month.

Eagle River Golf Course Marketing Report & Proposed Facebook Posts

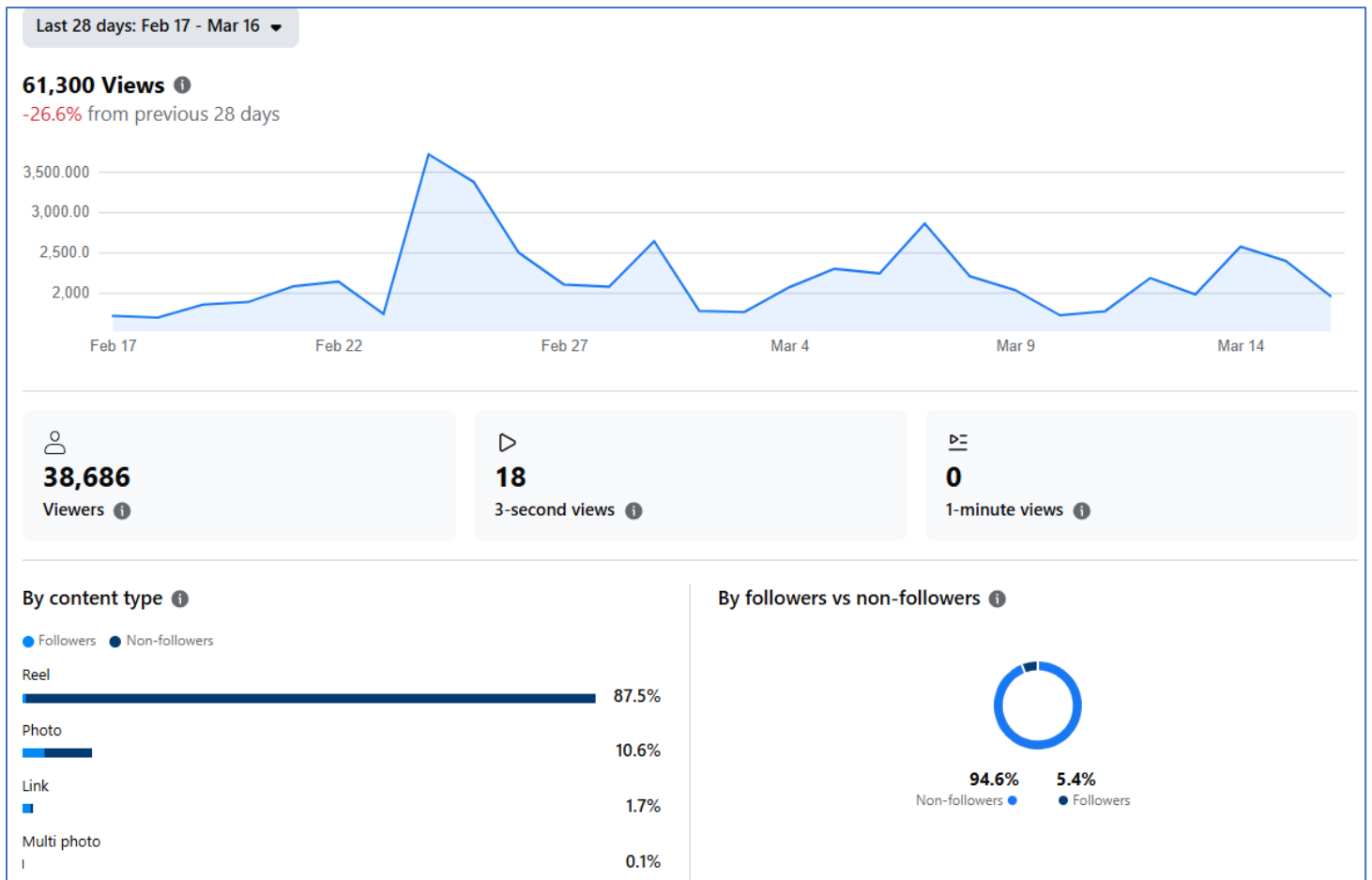
March 17, 2026

Facebook Page:



As of today, the page has 2,833 followers.
On February 17, the page had 2,824 followers.














Facebook Insights:



Eagle River Golf Course Marketing Report & Proposed Facebook Posts

March 17, 2026

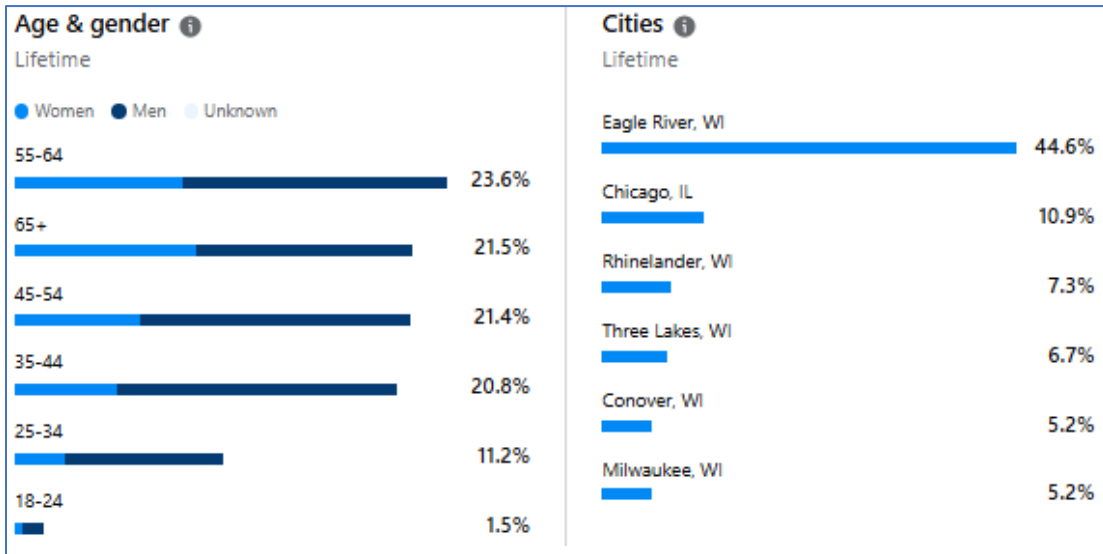
Facebook Insights (continued):

Preview ↓		Views  14	Viewers  14	Interactions
	Dreaming of tee time on the green. Happy St... Published • Today at 6:00 AM	40	27	2
	Today is the one day a year where golfers do ... Published • Mar 14 at 6:00 AM	275	204	3
	Take a bird's eye view over Hole 10 and imagi... Published • Mar 12 at 6:00 AM	231	154	11
	Daylight Saving Time begins. Time to Spring ... Published • Mar 8 at 6:00 AM	359	236	9
	Soar over Hole 9 with this bird's-eye view and... Published • Mar 5 at 6:00 AM	174	109	7
	The odds of sinking <i>two</i> holes-in-one in the s... Published • Mar 1 at 6:00 AM	819	585	11
	As we continue our countdown to Spring, soa... Published • Feb 26 at 6:00 AM	207	138	7
	Freshly painted and ready to welcome you thi... Published • Feb 25 at 12:42 PM	293	199	18
	#TakeMeBackTuesday! Our course was origin... Published • Feb 24 at 6:00 AM	3,656	2,645	42
	Happy National Love Your Pet Day! ❤️ 🐾 🐕 Published • Feb 20 at 7:28 AM	276	171	18
	Why was 6 afraid of 7? Because 7 ate 9! Soar ... Published • Feb 19 at 6:00 AM	240	146	9

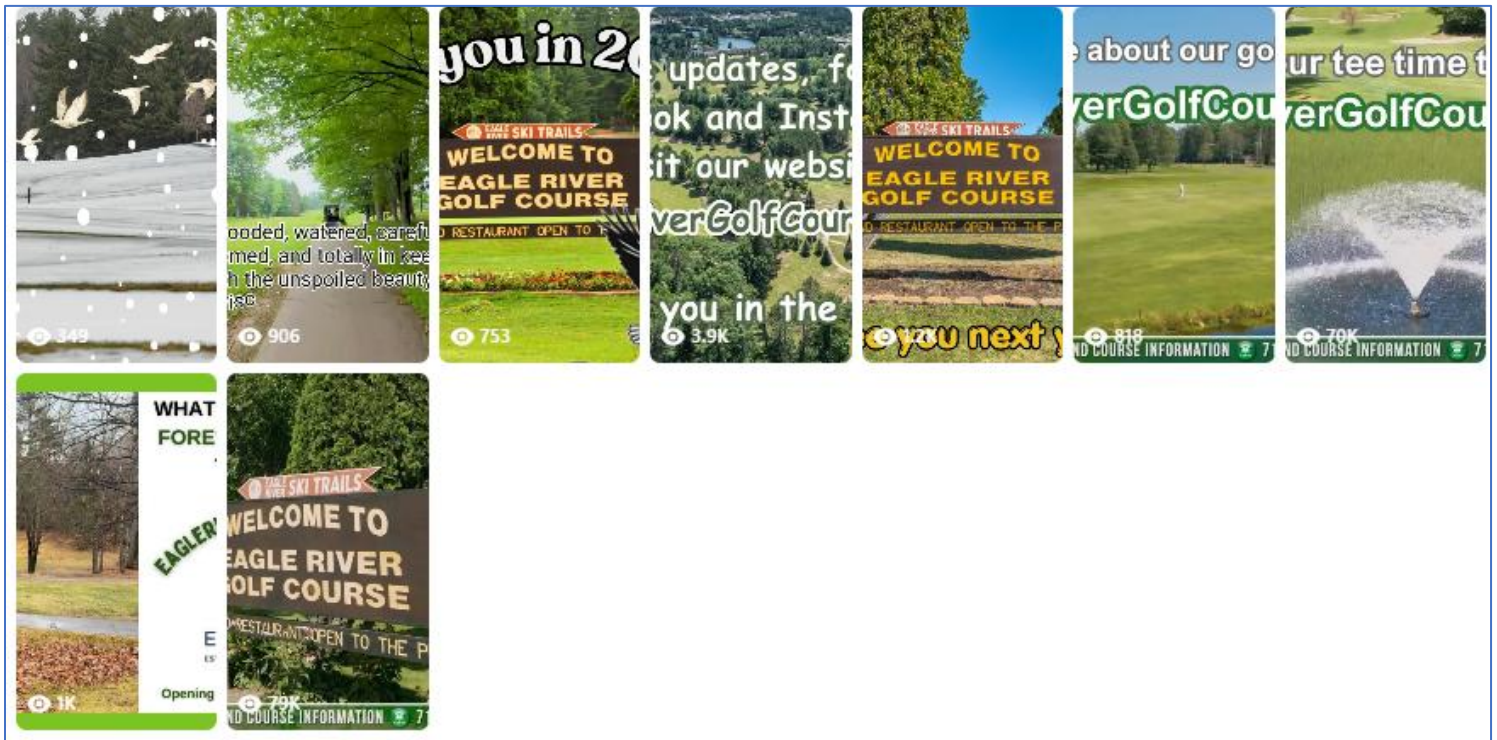
Eagle River Golf Course Marketing Report & Proposed Facebook Posts

March 17, 2026

Facebook Audience Demographics:




Facebook Videos:



Video Link - <https://www.facebook.com/EagleRiverGolfCourse/reels/>

Facebook Ads

ad ↑↓	Reach ↑↓	Post engagements ↑↓	Clicks (all) ↑↓	Amount spent ↑↓
 See You This Spring! 2026	38,263	12,839	171	\$59.70

Eagle River Golf Course Marketing Report & Proposed Facebook Posts

March 17, 2026

Instagram Page:



eaglerivergolfcourse

Eagle River Golf Course

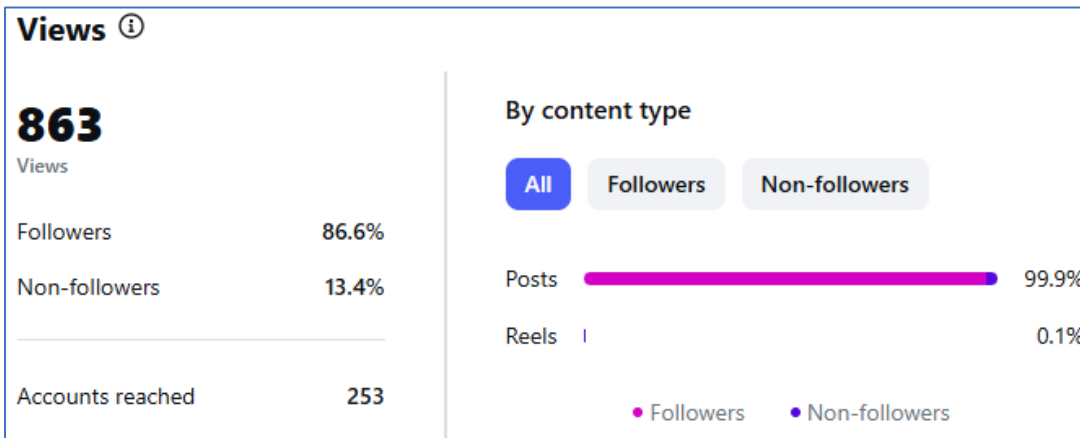
657 posts 615 followers 59 following

Golf Course & Country Club

Our course is wooded, watered and totally in keeping with the beauty of the Northwoods - and one of the most challenging... more

457 McKinley Blvd, Eagle River, Wisconsin 54521

www.eaglerivergolfcourse.com



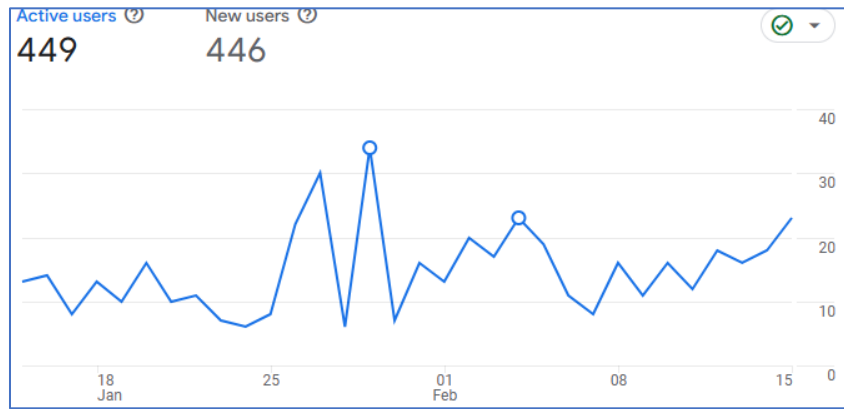
Google Analytics:



February 15th through March 17th

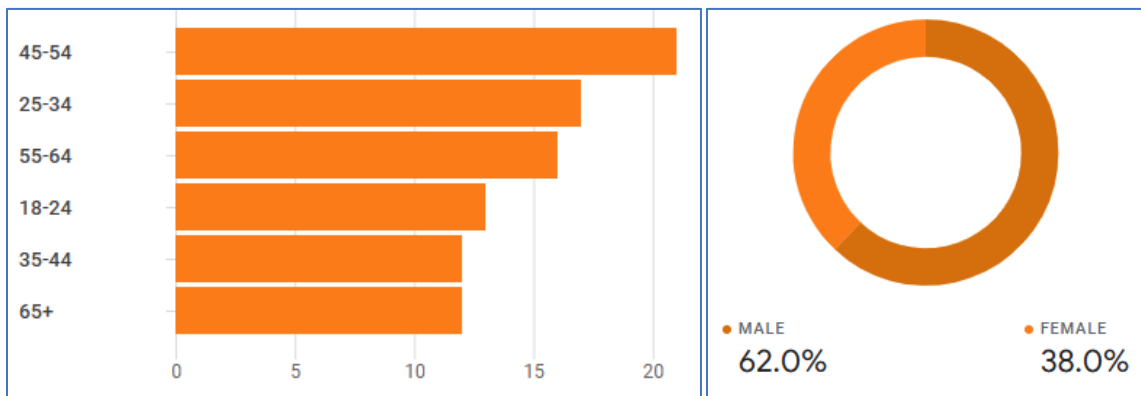
Eagle River Golf Course Marketing Report & Proposed Facebook Posts

March 17, 2026



January 15th through February 15th

Visitor Demographics:



The primary age of website visitors in this period was 45-54. Males comprised 62% of page visitors.

Website Pages Visitors are Viewing:

Rank	Page	Visitors	Percentage
	Total	1,087	76.93% of total
1	/	407	(37.44%)
2	/about-us/rates/	169	(15.55%)
3	/about-us/view-our-course/	83	(7.64%)
4	/teetimes/	77	(7.08%)
5	/about-us/	53	(4.88%)
6	/contact-us/	36	(3.31%)
7	/about-us/staff/	33	(3.04%)
8	/mens-league/	28	(2.58%)
9	/about-us/scorecard/	25	(2.3%)
10	/contact-us/employment/	24	(2.21%)

Eagle River Golf Course Marketing Report & Proposed Facebook Posts

March 17, 2026

Location of Website Visitors:

Total	409
	55.65% of total
1 Wisconsin	126 (30.81%)
2 Illinois	62 (15.16%)
3 Texas	25 (6.11%)
4 (not set)	21 (5.13%)
5 Minnesota	20 (4.89%)
6 Florida	17 (4.16%)
7 Iowa	14 (3.42%)
8 California	13 (3.18%)
9 Tennessee	11 (2.69%)
10 Missouri	10 (2.44%)

State

Total	409
	55.65% of total
1 (not set)	50 (12.22%)
2 Chicago	38 (9.29%)
3 Eagle River	19 (4.65%)
4 Milwaukee	10 (2.44%)
5 Rhinelander	8 (1.96%)
6 Tomahawk	8 (1.96%)
7 Minneapolis	7 (1.71%)
8 New York	6 (1.47%)
9 Springfield	5 (1.22%)
10 Wausau	5 (1.22%)

City

Google Ads:



Proposed Facebook and Instagram Posts:

4/2 – Here’s Hole 13 like you’ve never seen it before! 🏌️ 🏳️
<https://www.youtube.com/watch?v=2041UCNxbBY>



4/4 – Don’t miss the Master’s Tournament running April 6th through the 12th! 🏌️ 🏌️
https://www.masters.com/en_US/tournament/schedule.html



4/5 – Golf: the grown up version of an Easter egg hunt. 🥚 🏌️ 🐰



Eagle River Golf Course Marketing Report & Proposed Facebook Posts

March 17, 2026

4/9 – See why Hole 14 is one to remember and keep your game on par! 🏌️🐕🏌️
<https://www.youtube.com/watch?v=rpcFu0Kfp3U>



4/12 – Bob can't wait to see all his favorite golfers when the season returns! 🐾🏌️



4/16 – Get ready to experience the thrill of Hole 15! 🏌️🐕🏌️ <https://www.youtube.com/watch?v=aKP3nq4qNLE>



Eagle River Golf Course Marketing Report & Proposed Facebook Posts

March 17, 2026

4/19 – We hope you are getting ready for an incredible 2026 golf season! <https://eaglerivergolfcourse.com/>



4/23 – Take in this bird's eye view of Hole 16 and keep your game on par! 🏌️ 🦅 🚩
<https://www.youtube.com/watch?v=nz5qRbKAKVY>



4/27 – It's National Tell a Story Day. 📖 🎧 Our story begins back in 1923 before Eagle River was incorporated! Learn more at <https://eaglerivergolfcourse.com/about-us/>. What's your best golf story? Tell us in the comments! 🏌️

📷 Courtesy of the @Eagle River Historical Society.



This is where I spend most of my time.

Eagle River Golf Course Marketing Report & Proposed Facebook Posts

March 17, 2026

4/30 – Soar over Hole 17 and stay on par! 🏏 🏌️ <https://www.youtube.com/watch?v=Q3wunmSV0oQ>



5/2 – The grass really is greener when you’re on our course. 🏌️



We welcome your comments or questions and will schedule these posts upon your approval.

Respectfully submitted,

Team Swisher

Allison Burns, Kassie Bellin, Dina Casso, Karly Kolehouse and Kim Swisher

Office: 715-437-0090

Email: allison@kimswisher.com

Email: kassie@kimswisher.com

Email: dina@kimswisher.com

Email: karly@kimswisher.com

Email: kim@kimswisher.com