



**BOARD OF COMMISSIONERS AGENDA  
MONDAY, SEPTEMBER 9, 2024  
12:00 PM - COMMISSION ROOM – 116 W CENTER ST**

**Please join the Zoom meeting from your computer, tablet or smartphone.  
<https://us06web.zoom.us/j/89860828469> | Meeting ID: 898 6082 8469  
**You can also dial in using your phone.**  
+1 312-626-6799**

**CALL TO ORDER**

**PLEDGE OF ALLEGIANCE**

**ROLL CALL**

**ADOPT AGENDA**

**BUSINESS**

- 1) Strategic Plan Progress Update
- 2) Infrastructure Improvement Plan
- 3) Police Department updates
- 4) Confirm date for next Planning Meeting - Monday, December 9th at 12 noon

**PUBLIC COMMENT**

**ANNOUNCEMENTS**

- 5) Next Regular Commission Meeting – Monday, September 16th, 2024 at 5:30 p.m.

**ADJOURN**

**Anyone wishing to speak to an item on the agenda must be acknowledged by the chair and come to the podium to address the Mayor and City Commission. Addressing other audience members will not be permitted.**

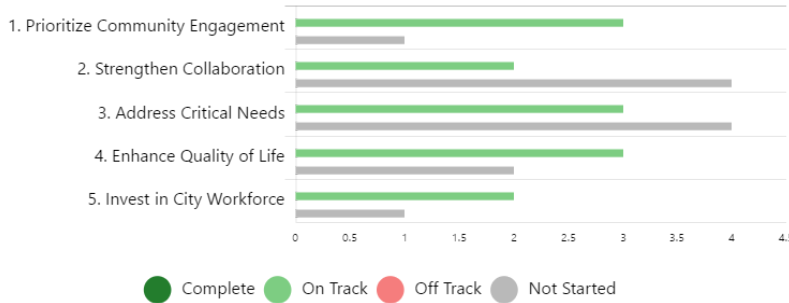
**Supplementary agenda information may be accessed at [www.cityofmadisonsd.com](http://www.cityofmadisonsd.com)**

**If special accommodations are necessary to attend any Board of Commissioners meeting, please contact the Finance Office at (605) 256-7500 at least 24 hours before meeting time. All attempts shall be made to accommodate a request.**

Vision Statement

The City of Madison and its community partners seek to build the safest and most innovative, inclusive, livable, connected, and prosperous community in the Dakotas and surrounding region by providing all citizens with the opportunity to achieve social, cultural, and economic wellbeing - know as "the magic" of Madison.

Madison Principles for Development Summary



Resources

- 🔗 Strategic Plan
- 📄 Submit an Update
- 🔗 City of Madison
- 🔗 Great Area Madison Chamber of Commerce
- 🔗 Lake Area Improvement Corporation
- 🔗 Madison Regional Health System
- 🔗 Dakota State University
- 🔗 Madison Central School District

## 1. Prioritize Community Engagement

Status Update

The Communications & Marketing Coordinator is successfully leading efforts to prioritize community engagement and improve communications. Improvements have been made to centralize the City's website as the primary means of communication, and a translator has been added which translates all web content to the user's desired language. Communication through social media, text alerts, press releases, and more have also grown considerably while connecting users back to the website. Additionally, a 2024 Communications Plan and Brand Standards have been created and adopted. The City also recently released a mobile app that includes many features of the website from a user-friendly application on a mobile device.

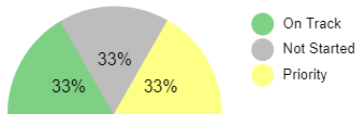
The City held "Java with Jameson" and "Join Jameson" as part of a new community engagement initiative intended to foster open dialogue between residents and the City. These events are meant to provide a welcoming atmosphere where residents can meet or speak with a City official. The events held thus far have had very low attendance, therefore, changing locations is being considered to bring these events to the people of Madison rather than asking them to come to us.

Discussions have continued regarding the use of the private domain [MadisonSD.com](http://MadisonSD.com). While this website is not a City-owned asset, it can be beneficial to the community if updated and used as a central hub to various community resources. The City has engaged in discussion with the domain owner and are working collaboratively to modernize and update this site.

Goal 1

Invest in intentional events and engagement that connects community members with the City.

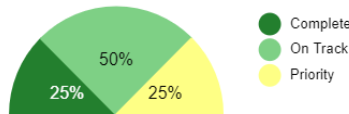
GOAL 1.1



Goal 2

Establish heightened brand and communication standards for City that helps citizens connect its institutions with the "Magic of Madison."

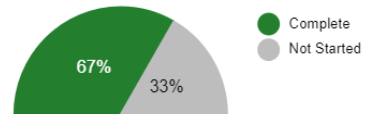
GOAL 1.2



Goal 3

Establish "town center" for community engagement that allows citizens to share a common experience of Madison.

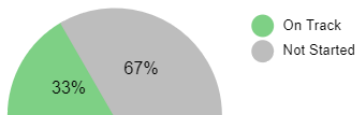
GOAL 1.3



Goal 4

Increase accessibility of multilingual translation for relevant community institutions and documents used by all Madison residents.

GOAL 1.4



## 2. Strengthen Collaboration

Status Update

The City is collaborating with DSU and Madison Central School District to explore the placement of banners or flags during key events. These partners are also discussing holding biannual reports at City Commission meetings to foster better communication and stronger partnerships.

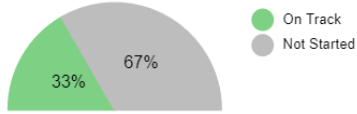
The City held early discussions with DSU on establishing (1) a pilot program for DSU students to provide technological consulting services to local businesses and (2) a set of peer communities with universities we could reach out to for peer mentorship. It has been some time since these conversations were held, therefore these items in Goal 2.4 have been marked as 'Off Track.' However, it should be noted that there is no urgency or deadlines on these items and no negative repercussions from the delay.

The City, Lake County, and LAIC partnered on submission of a federal grant for funding to reconstruct the HWY 34 Bypass. This grant application made it to the second round of the award process. It is still unknown whether we will receive a grant for this project.

Goal 1

Increase MCSD and DSU promotion within community marketing and communication campaigns during academic year.

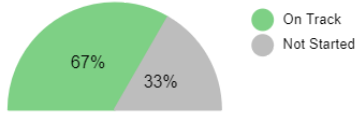
GOAL 2.1



Goal 2

Create opportunities for student, staff, and faculty voices to shape community policy.

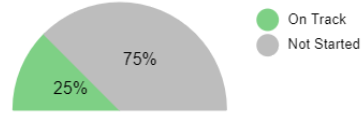
GOAL 2.2



Goal 3

Assist local business leaders with career development pipelines and partnerships that leverage the full talents of local students.

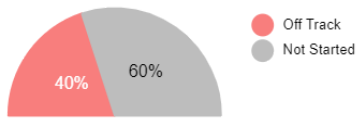
GOAL 2.3



Goal 4

Provide community support for the pillars and goals of 2027 DSU strategic plan

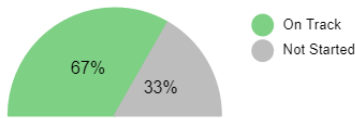
GOAL 2.4



Goal 5

Support Lake County in efforts to complete critical infrastructure and increase financial capacity of County through available policy efforts.

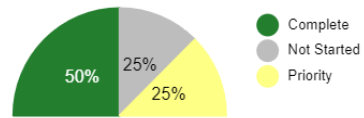
GOAL 2.5



Goal 6

Continue management of all strategic plans of Madison community through City Strategic Plan Steering Committee—and broaden partnerships.

GOAL 2.6



### 3. Address Critical Needs

Status Update

LAIC continues to make progress on construction of the Early Learning Center.

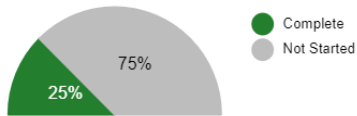
The City reached final completion of its RD-funded projects (Phases 1A, 1B, 2) and is in final construction for 2024 SRF funded utility improvement projects (Segments 1, 2, 3, 5A). Sewer relining also occurred this summer. Creek wall repairs are underway for two of the three sites with final site currently out for bids.

The Chamber created a community housing listing which the City added to its website. This resource is complete and in use but may be moved to MadisonSD.com in the future.

Goal 1

Create programs that sustain and connect residents with safe, affordable, and modernized housing that align with historical preservation standards and existing Madison Housing Plan.

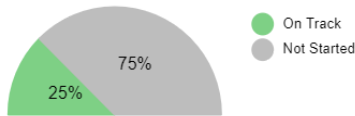
GOAL 3.1



Goal 2

Sustain a comprehensive approach to community childcare through development of a community daycare center, as well as priority and incentives for attracting and supporting childcare providers.

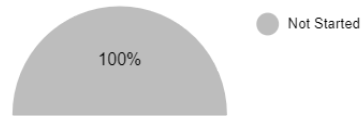
GOAL 3.2



Goal 3

Integrate economic competitiveness approaches and practices to local economic development efforts, focusing on key clusters for development.

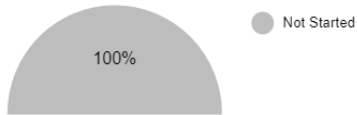
GOAL 3.3



Goal 4

Invest in significant efforts to sustain and support the local healthcare cluster.

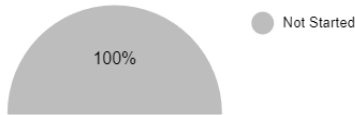
GOAL 3.4



Goal 5

Prioritize efforts that will eliminate ongoing flood risk for Madison citizens and maximize use of adjacent land.

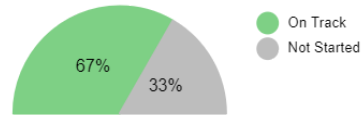
GOAL 3.5



Goal 6

Continuously seek excellence in street and utility improvements through Capital Improvement Plan (CIP) and citizen-communicated needs.

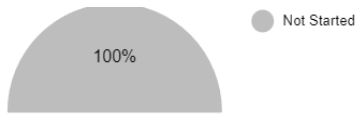
GOAL 3.6



Goal 7

Complete community resource needs assessment and formalize partnerships between strategic plan entities and critical service resources.

GOAL 3.7



## 4. Enhance Quality of Life

### Status Update

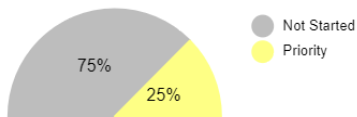
Construction of bathrooms are nearing completion at Memorial and Totland Parks. Regarding expansion of recreational trails, the City received notification that it did not receive the grant it applied for to construct a trail around the new fishing pond. Out of the City, the Lake Madison Development Association approved devoting funds to create a rec trail master plan around Lake Madison.

The Chamber's discussions on how to support downtown businesses is continuing with downtown business owners. At this point, there appears to be interest to start a new Chamber committee focused on downtown development.

#### Goal 1

Connect Business Improvement District (BID) financial capacity to downtown & Egan Avenue development.

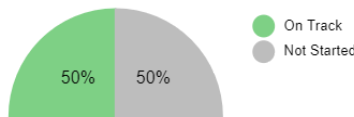
GOAL 4.1



#### Goal 2

Incentivize and seek development of retail centers that address known needs communicated by Madison residents of all walks of life—focused on food and clothing.

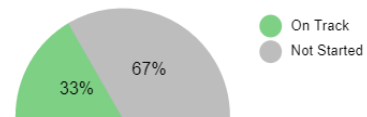
GOAL 4.2



#### Goal 3

Connect residents of Lake Madison and Lake Herman with downtown Madison and Madison community centers through community engagement opportunities and development of a recreational trail system.

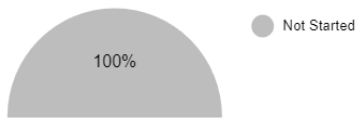
GOAL 4.3



#### Goal 4

Support and sustain an increase in arts and entertainment activity that will increase Madison citizens' perceptions of the community as a destination for tourism.

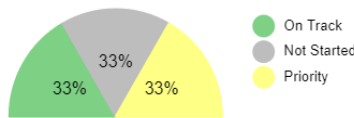
GOAL 4.4



#### Goal 5

Prioritize support for City parks system as population of Madison continues to grow and change.

GOAL 4.5



## 5. Invest in City Workforce

### Status Update

Employee trainings continue with a 'Working Genius' training for department heads. Employee committees on engagement, benefits, insurance, and safety also continue to meet.

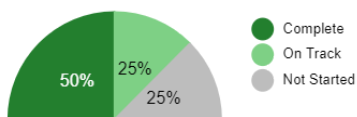
The City also launched an Employee Portal available on the website and the new mobile app. This employee resource provides access to policies, benefit information, job descriptions, directory, and more.

A new strategy was added to the Strategic Plan focusing on the establishment of clear Mission, Vision, and Values for the City. To start this effort, the City created 5 Core Values using engagement from employees as well as the public. Thorough and clear descriptions of each of these values were also developed.

#### Goal 1

Invest in the personal and professional development of City employees and elected officials.

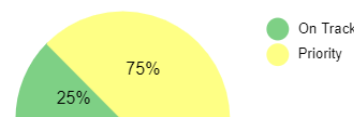
GOAL 5.1



#### Goal 2

Clarify roles and expectations of all City employees and elected officials.

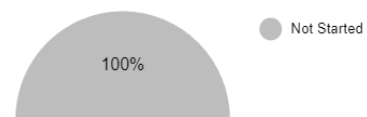
GOAL 5.2



#### Goal 3

Establish programs and services that raise the standard of wellbeing for City employees and elected officials.

GOAL 5.3



Dashboard designed by



# Strategic Plan Progress – 2024 Q3

## Pillar 1: Prioritize Community Engagement

- Communications improvements
  - Website centralized as primary means of communication. Other communications (social media, text alerts, press releases, etc.) refer back to website.
  - Translator added to website to translate all web content.
  - Refresh of website planned for future date.
  - Mobile app “City of Madison SD” created and implemented. Takes the website and makes it user friendly to any device.
- Branding
  - City Brand Standards establish common brand for City.
  - City to partner with Chamber and LAIC to assist with branding of their organizations.
- Community Engagement
  - Engagement events with Administrator held but with low attendance. Staff looking to adjust by including some elected officials and changing locations to more public areas.
  - Mayor’s State of the City address to be held in January 2025.
- MadisonSD.com
  - Privately owned web asset
  - City collaborating with site owner to update and modernize and utilize as a central hub connecting community partners and offer additional resources such as housing list.
- Library Park identified as primary community gathering space in downtown area. Efforts can be made to enhance and develop this asset as a “city center.”

## Pillar 2: Strengthen Collaboration

- DSU and Madison Central
  - Exploring placing banners or flags during key events.
  - Reports from each entity periodically during City Commission meetings.
- DSU
  - Pilot program for DSU students to provide technology assistance to local businesses.
  - Identifying peer communities with universities that could provide beneficial comparisons.
  - Discussions need to be picked up again.
- Lake County and LAIC

- Grant application submitted for federal funding to assist with bypass reconstruction.
- Application made it through round 1.

### **Pillar 3: Address Critical Needs**

- LAIC continues progress toward Early Learning Center with City as key partner.
- City designing reconstruction of Egan Ave to occur in 2025 and 2026. Financing secured through SRF but RD financing also being considered.
- 2024 infrastructure construction
  - Reached final completion of RD funded projects.
  - Completed or final stages of SRF Segments 1, 2, 3, and 5A.
  - Sanitary sewer relining completed.
  - Completed mill and overlay of NE 3<sup>rd</sup> St.
  - Substantial progress on creek wall repairs Sites 1 and 3. Site 2 currently out for bid.

### **Pillar 4: Enhance Quality of Life**

- Chamber continuing discussions with downtown business owners on establishing Chamber committee to support downtown activities.
- Recreational Trails
  - Grant funding application for fishing pond trail development is unsuccessful.
  - Lake Madison Development Association creating rec trail master plan for Lake Madison area.
- Bathrooms at Memorial and Totland Parks near completion.

### **Pillar 5: Invest in City Workforce**

- City department heads complete ‘Working Genius’ training providing an assessment geared toward working together as a team to tap into one another’s natural gifts to increase productivity and decrease frustration.
- Employee committees continue to meet to discuss engagement, benefits, insurance, and safety.
- Employee Portal developed and implemented. Available through website and mobile app. Provides access to policies, benefit information, job descriptions, employee directory, and more.
- Mission, Vision, and Values
  - New strategy added to Strategic Plan.
  - Core Values created through participation of public and employees.



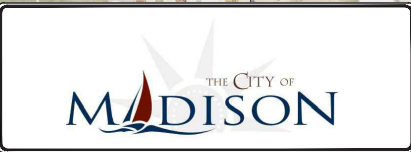
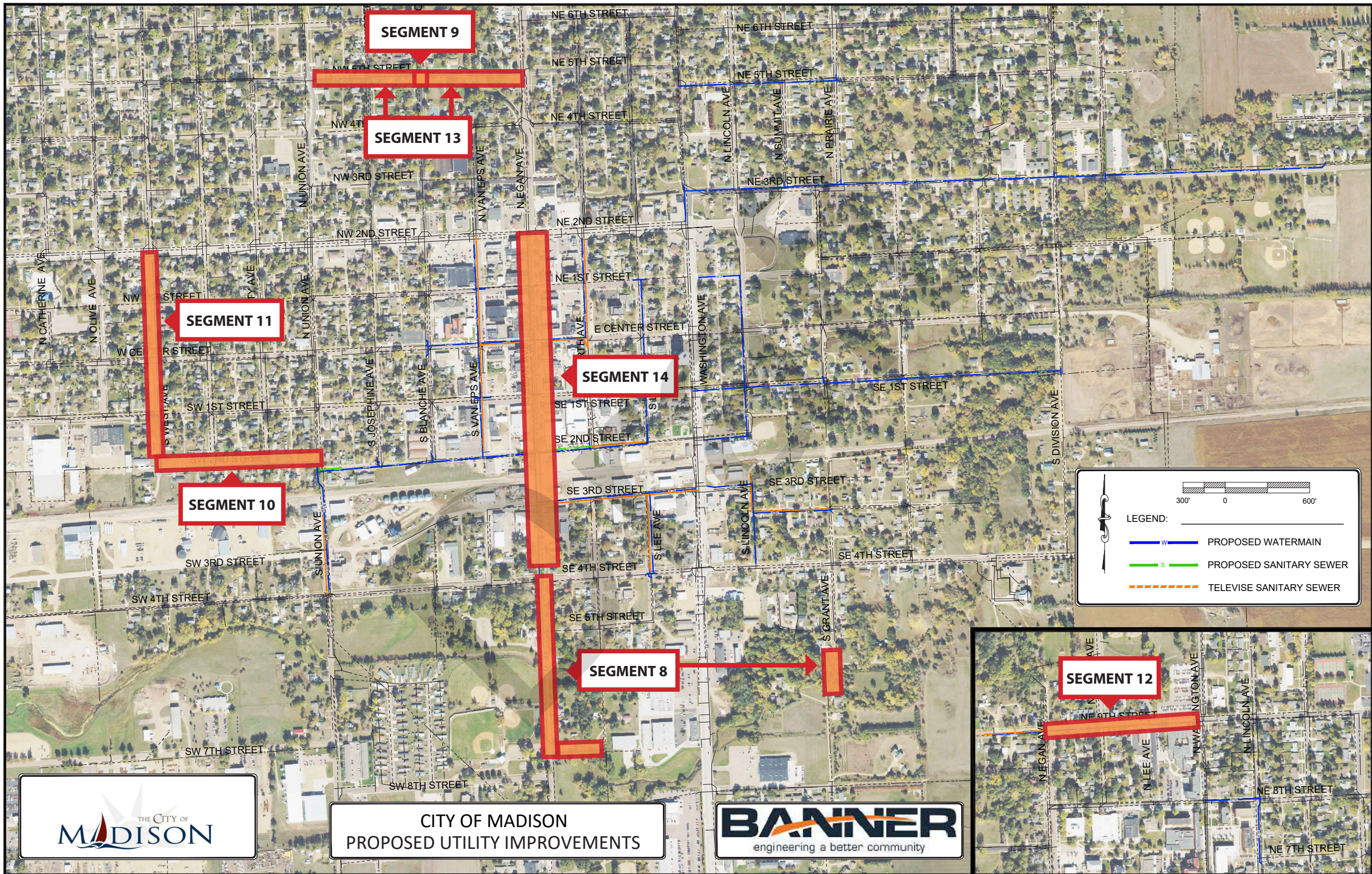
# 2025 - 2029 Infrastructure Improvement Plan City of Madison, SD

September 2024

**MADISON CITY COMMISSION**  
Mayor Roy Lindsay  
Commissioner Kelly Dybdahl  
Commissioner Adam Shaw  
Commissioner Jerae Wire  
Commissioner Sarah Cronin

**INFRASTRUCTURE TYPES**  
Roadways  
Water Distribution  
Sanitary Sewer Collection  
Storm Water Conveyance / Storm Sewer





**CITY OF MADISON  
PROPOSED UTILITY IMPROVEMENTS**



# City of Madison: 2025 - 2029 Infrastructure Improvements Plan

Funded Projects			
Projects to be funded by Water and Sanitary Sewer Rate Increases			
Unfunded			
Year	Project Description	Project Scope	Estimated Project Cost
<b>2025</b>			<b>\$13,850,000.00</b>
	Segment 5A - S Union Ave from Sivler Creek to SW 7th St	Water and Sanitary Utility Replacement	\$1,500,000.00
	Segment 5B - Highland Ave from SW 4th St to NW 2nd St	Water Replacement	\$2,000,000.00
	Segment 4 - Highway 34 Water Loop Line	Water Main Loop	\$1,000,000.00
	Park Creek Walls - Site 2 (Memorial Park)	Flood Control Channel Reconstruction on Park Creek	\$3,000,000.00
	N Egan Ave - NW 2nd St to NW 5th St	Water and Sanitary Utility Replacement	\$3,750,000.00
	Segment 8A - S Egan Ave from SW 4th St to South of Silver Creek	Water and Sanitary Utility Replacement	\$1,650,000.00
	Segment 8B - S Grant Ave Bore under Silver Creek	Water replacement and looping	\$250,000.00
	Segment 9 - NW 5th and N Blanch Ave Intersection Reconstruction	Water and Sanitary Utility Replacement	\$350,000.00
	Wastewater Collection System Study - Modeling (Phase 1)	Sanitary Sewer System Modeling	\$150,000.00
	Water Distribution System Model Update	Water System Modeling and Analysis	\$50,000.00
	Storm Sewer Comprehensive Study	Storm Sewer System Modeling and Analysis	\$150,000.00
<b>2026</b>			<b>\$10,400,000.00</b>
	N Egan Ave - NW 5th St to NW 9th St	Water and Sanitary Utility Replacement	\$3,750,000.00
	Highway 34 Bypass from S Washington Ave to NW 2nd St	Roadway Reconstruction	\$4,300,000.00
	Segment 10 - SW 2nd St - S West Ave to S Union Ave	Water and Sanitary Utility Replacement	\$2,200,000.00
	Wastewater Collection System Study - Data and Analysis (Phase 2)	Sanitary Sewer System Analysis	\$150,000.00
<b>2027</b>			<b>\$6,750,000.00</b>
	Highway 34 Bypass from S Washington Ave to NW 2nd St	Roadway Reconstruction	\$4,300,000.00
	Segment 11 - West Ave from SW 2nd St to NW 2nd St	Water and Sanitary Utility Replacement	\$2,450,000.00
<b>2028</b>			<b>\$2,250,000.00</b>
	Segment 12 - NW 9th St from N Egan Ave to N Washington Ave	Water Replacement	\$2,250,000.00
<b>2029</b>			<b>\$9,000,000.00</b>
	Segment 13 - NW 5th from N Union Ave to N Egan Ave	Water and Sanitary Utility Replacement	\$2,000,000.00
	Segment 14 - Egan Ave from SW 4th St to NW 2nd St	Water and Sanitary Utility Replacement	\$7,000,000.00
<b>Overflow</b>			
	N Division Ave from NE 3rd St to NE 9th St	Roadway Reconstruction	
	N Lincoln Ave from NE 7th St to NE 8th St	Water and Sanitary Utility Replacement	
	NE 8th St from N Washington Ave to N Lincoln Ave	Water and Sanitary Utility Replacement	
	SE 2nd from S Egan Ave to Lee Ave	Water and Sanitary Utility Replacement	
	SW 2nd from S Union Ave to S Egan Ave	Water and Sanitary Utility Replacement	
	S Lincoln Ave from SE 3rd St to SE 4th St	Water and Sanitary Utility Replacement	
	S Lee Ave from SE 3rd St to SE 4th St	Water and Sanitary Utility Replacement	
	SE 3rd St from S Lincoln Ave to S Grant Ave	Water and Sanitary Utility Replacement	
	SE 3rd from S Egan Ave to S Washington Ave	Water and Sanitary Utility Replacement	
	Northeast Water Tower Interior Coating	Water Tower Maintenance	

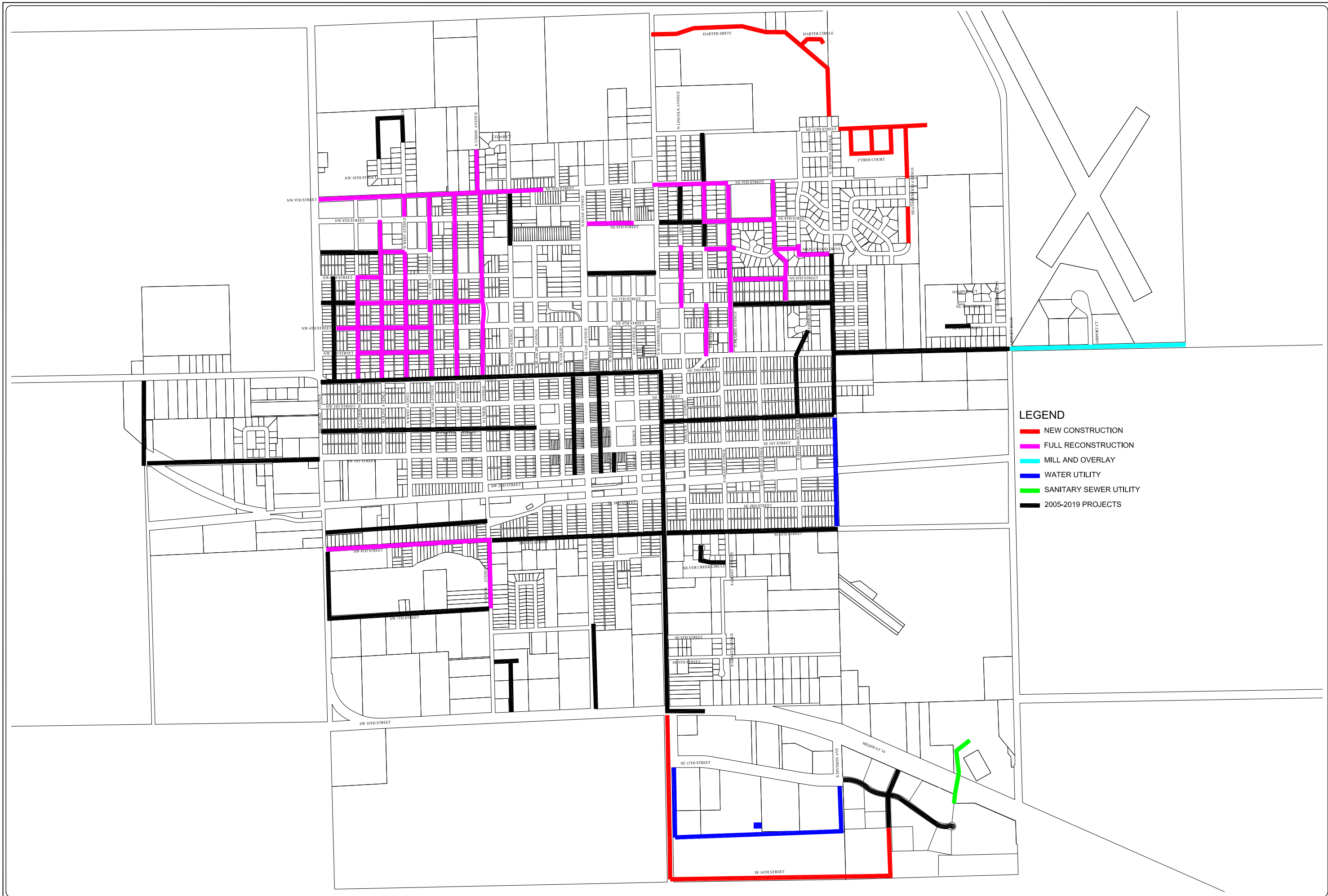
## City of Madison: 2025 - 2029 Customer Water + Sewer Rate Impact Schedule - **PRELIMINARY**

Improvements Rate Impact Schedule	2025	2026	2027	2028	2029
Probable Project Costs	\$2,450,000	\$2,350,000	\$2,450,000	\$2,250,000	\$9,000,000
Grant Participation - Percent	0%	0%	0%	0%	0%
Grant Participation - Amount	\$0	\$0	\$0	\$0	\$0
Loan Amount	\$2,450,000	\$2,350,000	\$2,450,000	\$2,250,000	\$9,000,000
Debt Service *	\$137,414.68	\$131,805.92	\$137,414.68	\$126,197.15	\$504,788.62
Total Number of Municipal Accounts	3395	3395	3395	3395	3395
Proposed Monthly Increase/Customer	\$3.37	\$3.24	\$3.37	\$3.10	\$12.39
Proposed Monthly Water + Sewer Rate/Customer	\$96.37	\$99.61	\$102.98	\$106.08	\$118.47

**Current Rate Water + Sewer = \$93.00**

\* Debt Service based on a 3.75% Interest and 30 Year Term

\* Numbers are preliminary estimates. Exact impact to utility rates is unknown and will be dependent on project cost, financing, grants, and other factors.



- LEGEND**
- NEW CONSTRUCTION
  - FULL RECONSTRUCTION
  - MILL AND OVERLAY
  - WATER UTILITY
  - SANITARY SEWER UTILITY
  - 2005-2019 PROJECTS



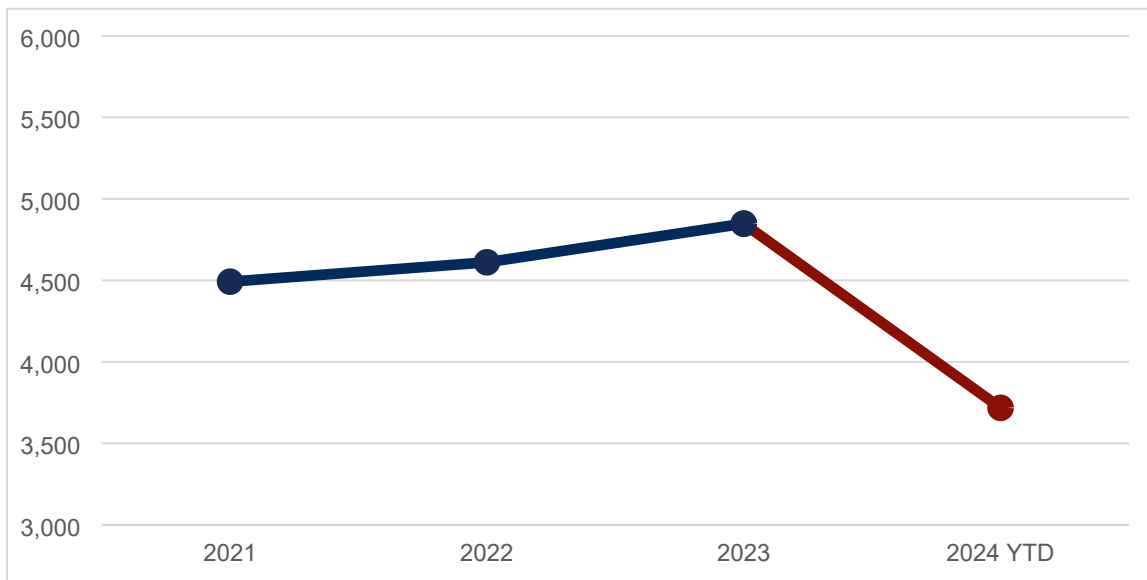
# Madison Police Department

## 9-9-2024 City Commission Updates

### Calls for Service

Calls for Service and other statistics tracked by MPD show small but expected increases year over year. Attached documents provide more detailed information for 2023 and 2024 YTD.

Total Calls for Service			
2021	2022	2023	2024 YTD
4,492	4,611	4,848	3,718



### Special Response Team

SRT has members from both Madison Police Department and Lake County Sheriff's Office. Training is completed one day a month. Team members receive an additional 80+ hours of specialized training with other units from across the state.

## **Flock Cameras – License Plate Readers (LPR)**

The City installed its LPR system in August 2022. This system takes images of license plates of passing vehicles. The system can send alerts to MPD for cases such as stolen vehicles or suspects with active warrants. It can also be searched for vehicles in cases of interest. The searches are recorded and routinely audited to ensure proper use of the system. The LPRs are not used for speeding or other traffic violations.

### **Key uses of Flock cameras since August 2022:**

- Recovered 6 stolen vehicles
- Identified a serial rapist for Sioux Falls Police Department
- Arrested subjects wanted for manslaughter and aggravated assault
- Used to identify suspects in numerous retail thefts
- Identified a rape suspect for the Lake County Sheriff's office

### **In 2024 Flock cameras have been used to successfully close 25 cases including:**

- Locating suicidal subjects
- Retail thefts
- Hit and Run Accidents
- Identify Suspicious persons
- Assisted another agency in a homicide investigation
- Located 2 runaway juvenile males
- Identified suspects in cases involving road rage, and reckless driving

### **August 2024 Stats**

In the month of August 2024 there was a total of 1,105,460 license plates read. Of those, there were 372,911 unique plate reads. These numbers are a little inflated over typical months due to Prairie Village, DSU concert, and the Ag Bowl. A typical month will result in approximately 850,000 total plate reads.

Our department conducted 53 searches on the system. They involved 15 searches for training/testing purposes. The remaining 38 searches revolved around 10 cases with various search parameters.

## 2024 Yearly Totals (as of 9-3-24)

YEARLY TOTALS											
MONTHS	DUI	ALCOHOL	DRUGS	SEAT BELT	SPEEDING	CITES	TOTAL	TRAFFIC STOPS	CFS	CASES	TOTAL
JAN	3	1	7	2	17	44	74	189	342	53	584
FEB	5	5	4	1	18	48	81	220	246	49	515
MARCH	7	7	5		11	30	60	148	345	53	546
APRIL	5	3	5		24	43	80	167	394	65	626
MAY	4	1			27	64	96	225	376	65	666
JUNE	4	4	6	1	20	37	72	163	387	47	597
JULY	5	3			25	31	64	267	367	57	691
AUGUST	4	7	2	2	34	62	111	260	355	54	669
SEPT	1				6	4	11				0
OCT							0				0
NOV							0				0
DEC							0				0
<b>TOTAL</b>	<b>38</b>	<b>31</b>	<b>29</b>	<b>6</b>	<b>182</b>	<b>363</b>	<b>649</b>	<b>1639</b>	<b>2812</b>	<b>443</b>	<b>4894</b>

# MADISON POLICE DEPARTMENT

## 2024 (as of July 31) STATISTICS

Patrol Time - 7489.39 Hours

Details - 2143.79 Hours

### Citations:

Citations - 528

Parking - 208

Other - 306

Warnings - 1080

Arrests Made - 109

Calls for Service: 3119

Accidents: 94

### Complaints:

### Cases Resolved/Arrests

Burglary - 4	3
Theft - 25	15
Vehicle Theft - 1	1
Drugs - 16	13
DWI - 33	33
Vandalism - 18	10
Disorderly Conduct - 9	9
Assaults - 13	13
Sexual Offenses - 10	8
Domestic Abuse - 14	14
Forgery/Fraud - 9	0
Mental Health - 7	7
Other - 138	130
<b>Totals: 297</b>	<b>256</b>

## 2023 Yearly Totals

YEARLY TOTALS											
MONTHS	DUI	ALCOHOL	DRUGS	SEAT BELT	SPEEDING	CITES	TOTAL	TRAFFIC STOPS	CFS	CASES	TOTAL
JAN	8	4	8	1	16	49	<b>86</b>	135	401	65	<b>601</b>
FEB	4	4	1	2	12	36	<b>59</b>	102	402	51	<b>555</b>
MARCH	4	1	2	1	6	19	<b>33</b>	105	359	58	<b>522</b>
APRIL	7	12	2		11	33	<b>65</b>	136	310	51	<b>497</b>
MAY	4	5	7	2	9	35	<b>62</b>	153	393	60	<b>606</b>
JUNE	9	4	4	1	12	38	<b>68</b>	125	455	63	<b>643</b>
JULY	5		3	2	12	50	<b>72</b>	153	445	50	<b>648</b>
AUGUST	7	2	13		8	36	<b>66</b>	119	408	66	<b>593</b>
SEPT	4	6	7	1	11	29	<b>58</b>	154	414	62	<b>630</b>
OCT	3	3	1	1	13	36	<b>57</b>	169	435	60	<b>664</b>
NOV	5	3	4	4	32	44	<b>92</b>	262	325	62	<b>649</b>
DEC	2	7	10	2	18	50	<b>89</b>	237	257	41	<b>535</b>
<b>TOTAL</b>	<b>62</b>	<b>51</b>	<b>62</b>	<b>17</b>	<b>160</b>	<b>455</b>	<b>807</b>	<b>1850</b>	<b>4604</b>	<b>689</b>	<b>7143</b>

# MADISON POLICE DEPARTMENT 2023 STATISTICS

Patrol Time - 9930.60 Hours

Details - 3236.25 Hours

## Citations:

Citations - 806

Parking - 341

Other - 464

Warnings - 1512

Arrests Made - 186

Calls for Service: 4848

Accidents: 165

## Complaints:

## Cases Resolved/Arrests

Burglary - 4	3
Theft - 39	25
Vehicle Theft - 10	9
Drugs - 32	30
DWI - 62	62
Vandalism - 20	11
Disorderly Conduct - 13	13
Assaults - 19	18
Sexual Offenses - 10	10
Domestic Abuse - 25	25
Forgery/Fraud - 22	6
Mental Health - 16	16
Other - 253	229
<b>Totals:</b>	<b>457</b>