



**BOARD OF COMMISSIONERS AGENDA
MONDAY, MARCH 10, 2025
12:00 PM - COMMISSION CHAMBERS – 503 S HIGHLAND
AVENUE**

Please join the Zoom meeting from your computer, tablet or smartphone.
<https://us06web.zoom.us/j/86357603624> | Meeting ID: 863 5760 3624
You can also dial in using your phone.
+1 312-626-6799

CALL TO ORDER

PLEDGE OF ALLEGIANCE

ROLL CALL

ADOPT AGENDA

BUSINESS

- 1) Communications Plan Progress
- 2) Flood Mitigation - Historic Overview and Next Steps
- 3) Non-Profit Funding Request Process

PUBLIC COMMENT

ANNOUNCEMENTS

- 4) Next Regular Commission Meeting – Monday, March 17 at 5:30 pm

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

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.



COMMUNICATIONS OVERVIEW

2024 Wrap-Up & Looking Ahead at 2025

2024 MAJOR PROJECTS LIST

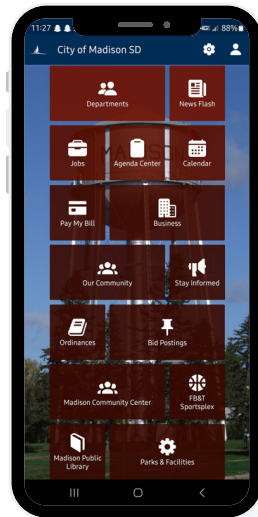
- ✓ Communications Plan Development and Implementation
- ✓ Website Enhancement **Redesign begins Q1 2025**
- ✓ CivicReady Launch-External **Awareness Campaign 2025**
- ✓ CivicReady Launch-Internal
- ✓ Mobile App Launch **Awareness Campaign 2025**
- ✓ Brand Standards Guide Development and Implementation
- ✓ Develop a Branded Resources Library and Request System
- ✓ Education and Support for Information Liaisons **Ongoing**
- ✓ Develop Social Media Policies and Procedures
- ✓ State of the City Address Event **Ongoing**
- ✓ Get to Know Your Commissioners
- ✓ Coffee with the Administrator/City Circle **Ongoing**
- ✗ Develop a Crisis Communications Plan
- ✓ City Hall Open Houses **Ongoing**
- ✓ Develop and Launch Resident Communication Surveys **Ongoing**
- ✗ Assess ADA Compliance and Develop Solutions for Non-Compliance
- ✓ Implement Canva Use to City of Madison Employees
- ✓ Gather baseline KPIs to Track

2024 COMMUNICATIONS HIGHLIGHTS

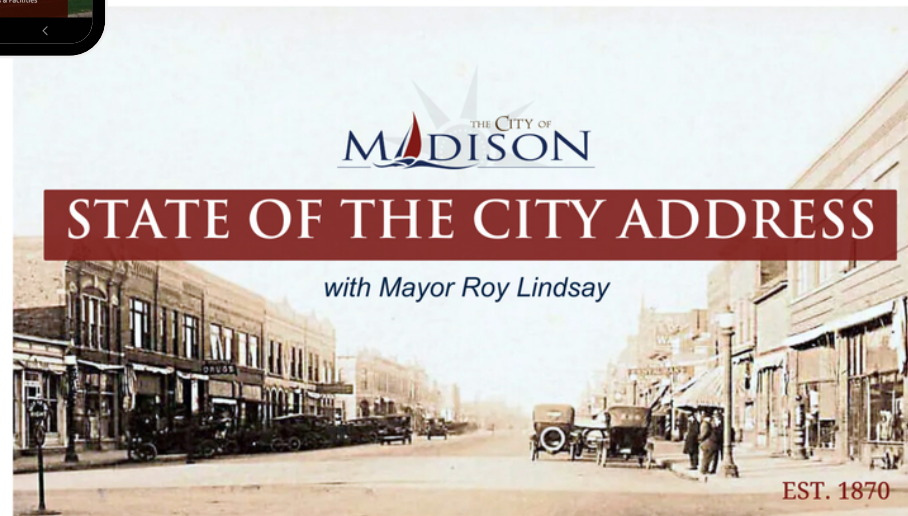


**JAVA WITH JAMESON
CITY CIRCLE**

Increased attendance & invitations from the community!

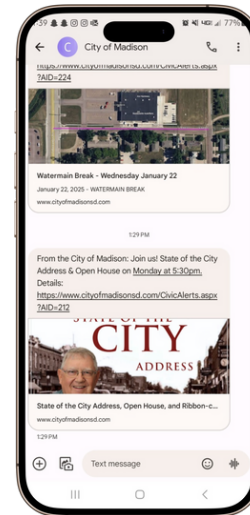


**LAUNCHED
THE
MOBILE APP**
>300 DOWNLOADS



LAUNCHED

**TEXT OR EMAIL ALERTS,
NOTIFICATIONS & UPDATES!**
>2000 SUBSCRIBERS

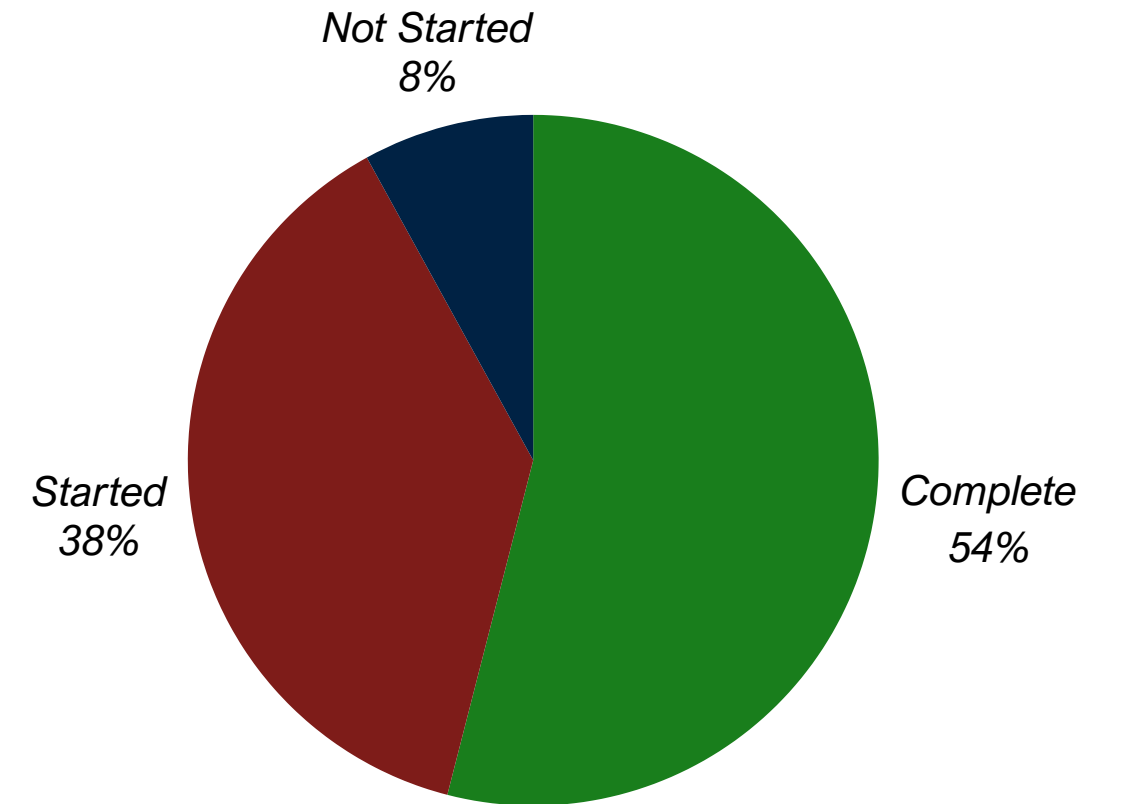


Employment Opportunities
Engineering Projects
General Notifications
Public Safety
Public Works
Programs & Recreation
Utilities

Internal Communications

- Employee Engagement Events
- Communications Survey
- Employee Portal
- Employee Connect
- Text Messaging
- AND MORE!

2026 Madison Strategic Plan
Principle One: Prioritize Community Engagement
13 Total Strategies



<https://www.cityofmadisonsd.com>

**WEBSITE VIEWS
+26%
COMPARED TO 2023**



2025 MAJOR PROJECT LIST

The 2025 major projects list will uphold the 2025 Communications Plan and prioritize Communications Plan Focus Areas, emphasizing strengthening communication with all stakeholders and enhancing stakeholder education and awareness to ensure transparency, engagement, and informed decision-making.

- Execution of Individual Department Goals
- Employee Communications Survey Actionable Next Steps
- Website Redesign & Promotion
- Expand Communication Analytics Tracking
- New Initiatives
 - Good Neighbor, Great Madison
 - “Day In The Life Of”
- Awareness Campaigns
- Develop a Crisis Communications Plan
- Prepare for January 2026 Public Communication Survey
- ADA Compliance Solutions in Budget for 2026 (Federal compliance deadline April 2027)

UPCOMING AWARENESS CAMPAIGNS

STAY
INFORMED

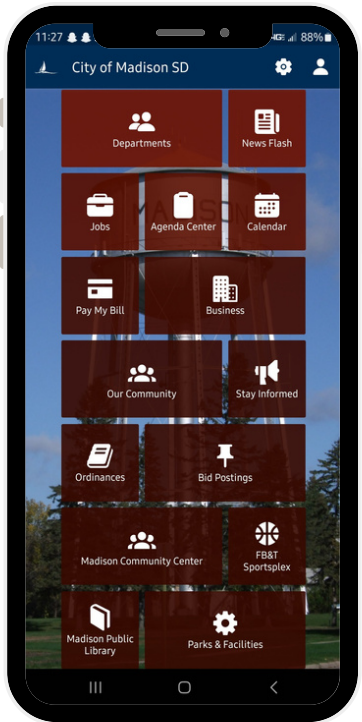


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City of Madison SD

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THE
APP**



**Good Neighbors
GREAT MADISON**



*Report
Request
Question
Complaint*



 | <https://www.cityofmadisonsd.com>

Flood Mitigation Discussion

*Quarterly Planning Meeting
March 10, 2025*

Presented By: Ryan Hegg – Director of Engineering and
Community Development



Notable Flooding History

1984 Flooding

1985 Heavy snows with spring runoff

1986 May 3rd heavy rains

1992 July 2nd flooding

***1993 July 3rd flooding**

1994 May 26th flooding

1995 Flooding

1997 Flood caused by spring runoff

1998 June 1st flooding

2001 Spring flooding and thunderstorms

2004 July 20th flooding

2007 May 5th flooding

2010 March Spring runoff and flooding

2011 May 13, July 3rd, July 8th flooding

***2012 May 5th flooding**

***2019 September 11th & 12th flooding**

2024 June 21st flooding



*notes significant damage in City Limits

1995 Study

After the 1993 flood, Banner Associates conducted a Drainage Basin Storage and Soil Erosion Prevention Study for the City of Madison and Lake County.

Additional committees and studies were organized and conducted to study the impact of areas such as the Vermillion River East fork flow, Lake Madison Watershed and Sediment (Barr Study).

Several recommendations were provided within the studies. Some of the recommendations were tabled due to funding issues, however several of the smaller projects were completed or are still on-going to mitigate the flooding. These projects were instrumental in reducing the impact of the May 2012 and September 2019 flooding.



2013 LEPC Report

In 2012, the Local Emergency Planning Committee (LEPC) subcommittee which was comprised of City, County, Fire, Emergency Services, and one local business was tasked with reviewing past impact of flooding, discussing the actions that had been taken since the 1993 flood event, and developing suggestions for local elected officials. The subcommittee utilized the existing data they had available and did not develop any additional technical, feasibility, or environmental analyses.

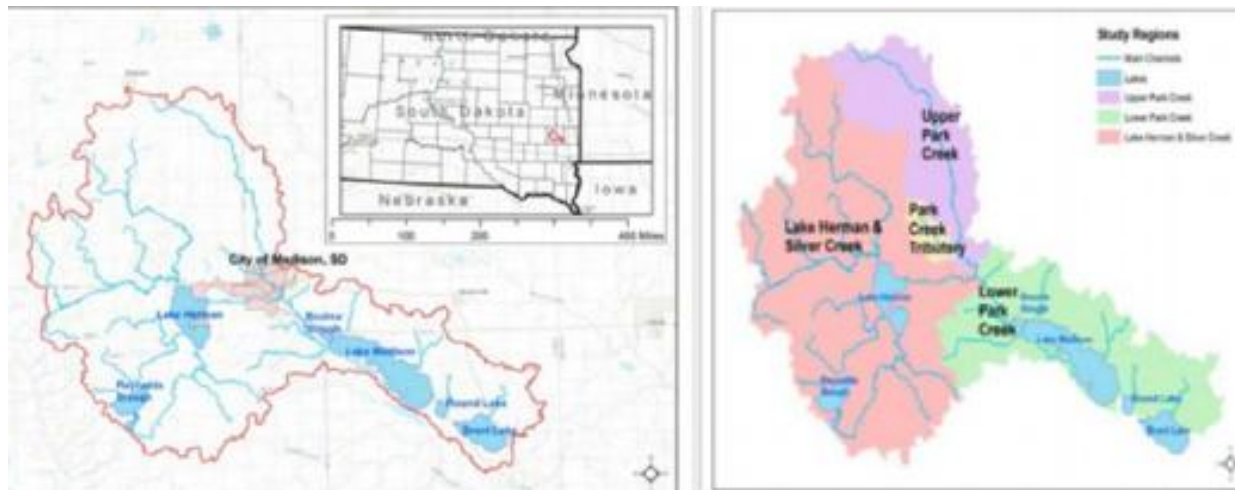
Among the suggestions the LEPC Sub-Committee submitted In their 2013 report were a comprehensive update to the 1995 Study, and United States Army Corps of Engineers (USACE) Section 22 Report and Study, Section 206 Study, and Silver Jackets Study.



2014 Section 22 Report

The 2014 report was a report prepared for Lake County. The purpose of the study was to update flow frequencies for lakes in the vicinity of Madison. This included Park Creek, Park Creek Tributary, and Silver Creek which flow through Madison.

The analysis updated water surface profiles for various storm events up to the 100 year event. Those profiles in turn were used to delineate flood inundation area for each event.



2017 Silver Jackets Study

The Silver Jackets team comprised of USACE, State of South Dakota, and City staff completed a nonstructural analysis of the buildings within the City of Madison. The study looked at elevations, basement fills, wet flood-proofing and dry floodproofing measures, and prepared costs and benefits of a nonstructural plan.

Table 1. 2017 Silver Jackets Nonstructural Analysis

AEP	Total Structures	Total Cost	Annual Benefits	Annual Costs	Net Benefits	BCR
2%	168	\$7,748,956	\$386,748	\$330,367	\$56,381	1.17
1%	213	\$12,489,069	\$426,757	\$492,705	(\$65,948)	0.87
0.2%	294	\$22,288,952	\$436,857	\$936,817	(\$499,960)	0.47



2022 Section 22 Study

A Section 22 or Planning Assistance to States (PAS) study is a Corps of Engineers flood risk management study focused on reviewing feasibility of alternatives presented in the 1995 Flood Report.

PAS studies are cost shared 50% Federal funds and 50% non-Federal funds. They neither lead to development of detailed construction drawings, nor do they provide an authority to construct a project. While a PAS study will not in itself lead to construction of a flood risk management project, it offers the non-Federal sponsor (City of Madison) the opportunity to work closely with USACE to identify flood risk and investigate potential options to manage those risks in a conceptual level of detail. The PAS study identified retention dams as potential mitigation.



Section 205 Study

A Section 205 study is a feasibility study that follows the Section 22 Study and decides if a flood control project is economically and environmentally acceptable. The USACE conducts these studies in partnership with non-federal agencies like the City of Madison.

The feasibility study is federally funded up to \$100,000, then cost-shared 50-50 between federal and non-federal funding beyond \$100,000. Up to one-half of the non-federal share can be the form of in-kind services. The study includes public meetings, environmental evaluations, and engineering and economic evaluations of potential options.

The design and construction phase is cost-shared 65% federal and 35% non-federal.



Section 205 Costs

The projects that have been identified by the Section 22 study and would be part of the Section 205 Study are considered “dams”. There will need to be a dam safety risk assessment done. In 2023, guidance from USACE ball-parked the dam assessment and feasibility study around \$700,000 to \$750,000 and 2 years to complete. This puts City cost in the range of \$315,000

Estimated costs for each of the construction scenarios:

Scenario #1 Park Creek Dam - \$9,526,000

Scenario #2 Park Creek Tributary Dam - \$2,841,000

Scenario #3 Combined Dams - \$12,367,000

The City cost share would be 35% or \$4,328,450 to construct both dams.



Challenges

On November 21, 2024, the latest FEMA Flood Insurance Rate maps went into effect.

The maps show a significant reduction of Special Flood Hazard Area (SFHA) acreage. Madison previously had 360 acres in the SFHA and now have 241 acres; a reduction of 119. We also had 381 structures in the SFHA and now have 230; a reduction of 151.

Part of the feasibility study is a Benefit-Cost Analysis (BCA). This reduction in acreage and structures will have a negative effect on the BCA ratio which needs to be above 1.0.



Q&A



Non-Profit Funding Request Process Review

Quarterly Commission Planning Meeting

Introduction to the Non-Profit Funding Process

Funding Process Significance

The Non-Profit Funding Process is essential for aligning city resources with community needs, ensuring that financial support is strategically directed towards initiatives that enhance public welfare and foster community development.



FUNDING

Eligibility Criteria for Funding Applications

Non-Profit Registration Requirement

Organizations must be registered as non-profits under South Dakota law, holding a valid 501(c)(3) designation or equivalent government status.

Community Impact Demonstration

Proposals must clearly articulate the anticipated benefits to Madison residents, aligning with city goals for social, educational, or environmental improvement.

Comprehensive Documentation Submission

Applicants must provide a detailed funding purpose statement, completed Form W-9, and recent financial statements to ensure transparency and accountability in fund management.



2025 Funding Summary

Total Funding Overview

Twelve organizations requested \$516,300, with \$465,500 approved, demonstrating significant city investment in community services for the fiscal year 2025.

Diverse Project Support

Approved funds target various sectors, including education and healthcare, ensuring a comprehensive approach to community development and service enhancement.

01

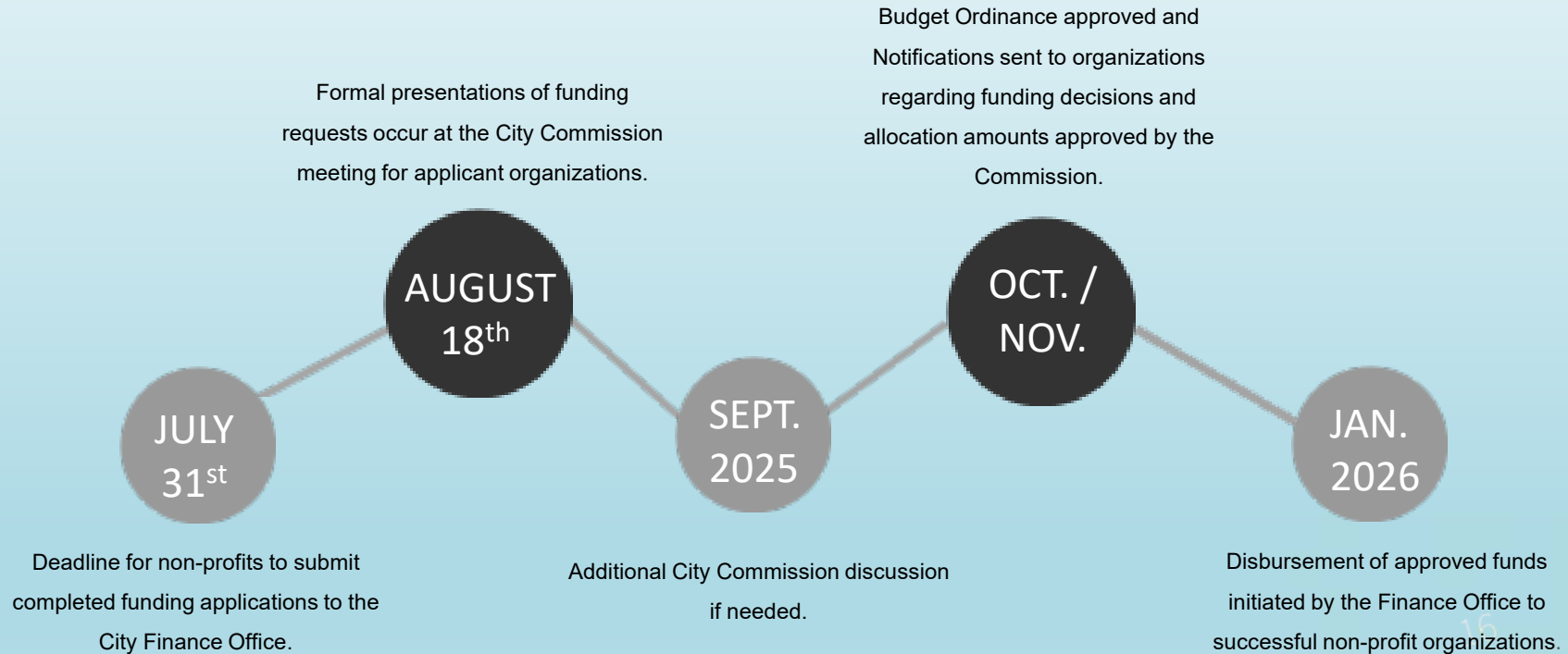
02

03

High Approval Rate

The 90% approval rate reflects strong support for community initiatives, highlighting the City Commission's commitment to enhancing residents' quality of life.

2026 Funding Application Timeline



Application Submission Deadline

July 31, 2025



Critical Deadline Importance

The July 31, 2025 deadline is essential for ensuring timely review and assessment of funding applications, impacting the allocation of resources to local non-profits effectively.



Submission Requirements

Organizations must submit complete applications with all required documentation, including a detailed narrative and supporting documents, to ensure eligibility for funding consideration.



Informational Support

The City Finance Office will assist non-profits in understanding the application process, enhancing their ability to submit well-prepared and compliant funding requests.

Required Supporting Documentation



01

IRS Form W-9 Submission

Essential for verifying tax identification and confirming non-profit status, ensuring compliance with federal funding regulations.



02

Current Financial Documentation

A certified audit report or detailed financial statement is necessary to demonstrate fiscal responsibility and transparency in fund management.



03

Proof of Non-Profit Status

Submission of a 501(c)(3) determination letter or government entity documentation is required to establish eligibility for funding under city guidelines.

Review & Compilation of Applications

01

Thorough Application Assessment

Each application undergoes a detailed verification process to ensure compliance with funding guidelines, enhancing the integrity and reliability of the funding allocation process.

02

Structured Summary Development

The Finance Officer prepares a summary of applications, which aids the City Commission in making informed funding decisions during the review meeting.

Conclusion & Next Steps for Organizations

01

Funding Process Importance

The Non-Profit Funding Request process is vital for aligning city resources with community needs, ensuring that financial support effectively enhances public welfare and community development.



02

Application Preparation Guidance

Organizations must meticulously prepare applications, ensuring all required documentation is complete and submitted by the July 31, 2025 deadline to maximize funding approval chances.



03

Engagement Opportunities

Non-profits are encouraged to actively participate in the August 18, 2025 presentation meeting, providing insights into their projects and fostering direct communication with the City Commission.

