

## SIGNIFICANT ACCOMPLISHMENTS IN WESTON, WISCONSIN

**Broadband Expansion** – Weston was losing out on land sales in its Business and Technology Park due to the lack of fiber internet and broadband speeds of 1GB/sec. Guild led a team that wrote one of the first PSC broadband expansion grant applications in the state. At his recommendation, Weston also became the first municipality in Wisconsin to adopt a broadband connectivity and expansion plan as part of its comprehensive plan and smart growth strategy.

- <https://www.wausaudailyherald.com/story/news/local/2014/11/18/weston-wins-state-grant-expand-hihg-speed-internet-business-parks/19246183/>
- [http://www.thewheelerreport.com/wheeler\\_docs/files/1112petrowski.pdf](http://www.thewheelerreport.com/wheeler_docs/files/1112petrowski.pdf)
- <https://www.westonwi.gov/DocumentCenter/View/1638/Broadband-Chapter-13-adopted-4815>

**Budget Deficit (2012)** – When Guild was hired at Weston in 2012, it had a \$1.5 million deficit in the general fund, and a TIF District that was losing over \$1 million per year. To put the village on sound financial footing, he developed a seven-year financial plan, based on 1% growth in equalized value and an annual tax rate increase of 3.49%. In five months, he cut 25% of spending from the previous fiscal year, going from a \$41 million/year local government to a \$32 million/year local government. As part of the cuts, he reduced my own benefits and delayed previously agreed-upon raises so his team knew that the reductions were hitting him too. This work required a lot of community meetings, internal staff meetings, and meetings with elected officials. By 2020, Weston will have paid off all its General Obligation debt and will have successfully refinanced its TIF district.

- <https://wausaupilotandreview.com/2017/05/12/guild-weston-debt-lowest-in-history/>

**Bus Referenda** – Guild was hired at Weston during a period where the community was very publicly split over whether to purchase public transportation services from the City of Wausau. He was involved in dozens of public hearings, educational workshops, and media interviews. He advanced forward three referenda on this topic in his first 2 ½ years.

- <http://www.westonwi.gov/483/Transit-Referendum>

**Canoe/Kayak Launches on Lower Eau Claire River** – Using grants and donations, the Village of Weston acquired land and property to build three canoe/kayak launches along the lower Eau Claire River. This has increased recreation opportunities and access to natural resources here in the community.

- <https://wausaupilotandreview.com/2017/12/05/weston-kayak-waterway-plans-well-underway/>
- <https://www.wausaudailyherald.com/story/news/local/2015/10/07/weston-kayak-launches-eau-claire-river/72681666/>

**Communications** – Under Guild's administration, Weston launched a bi-monthly print newsletter. Village staff compose and email out a weekly E-Newsletter every Friday. The village maintains multiple, active social media platforms with residents on Facebook, Nextdoor, and YouTube. Guild's leadership on this issue earned Weston the Connect Wisconsin Gold Award for government transparency.

- <https://wausaupilotandreview.com/2018/03/09/guest-column-celebrating-transparency-in-local-government/>

**Refuse & Recycling** – Weston was the first community in Marathon County to switch over to single stream recycling collection carts. To improve its refuse and recycling services further, Guild lead his team to create a new annual Bulk Item Drop Off collection event, as well as an electronics recycling event. Weston made improvements to spring and fall yard materials pick-up and collection as well as improvements and modifications to the village's yard materials collection site. The village staff now runs the annual community-wide garage sales and has an annual home composting workshop. Weston is the only community in Marathon County that writes and publishes an annual newsletter dedicated exclusively to refuse and recycling.

**Marketing Campaigns** – Guild has been involved in multiple marketing and branding campaigns for municipalities, Chambers of Commerce, Convention & Visitors Bureaus, economic development opportunities and workforce recruitment. Most recently, he used Marathon County brand guidelines to reinvent and modernize Weston’s branding.

**South Area Fire & Emergency Response District (SAFER)** – Working collaboratively with the Town of Rib Mountain, Guild led the charge to create a new, consolidated fire and EMS district, which now serves almost a dozen communities and protects approximately 35,000 souls. Through the consolidation, Weston was able to increase our level of service and significantly reduce costs.

**TIF District Special Legislation** – With a loss of property values resulting from the great recession, stagnant growth, and the loss of additional revenue resulting from the State of Wisconsin technical college property tax buy-down a few years ago, one of Weston's TIF districts was in significant financial distress. Specifically, when Guild arrived in Weston, TIF District #1 was losing approximately \$1 million dollars per year. He led an effort with State Senator Jerry Petrowski and State Representative John Spiros to pass 2015 Wisconsin Assembly Bill 344 to extend the life of TIF District #1 in the Village of Weston, which will provide the village with an additional ten years in order to make economic development enhancements and attract new business construction to the district.

- <http://wsau.com/news/articles/2015/nov/13/walker-signs-bill-helping-weston-refinance-development-district-debt/>