From: Parry, Olivia [mailto:Parry@countyofdane.com]
Sent: Friday, June 1, 2018 3:52 PM
To: Tim Swadley <TSwadley@ci.stoughton.wi.us>
Subject: RE: Stoughton visit

Tim,

Thanks for this list of priorities, and your subsequent email about HATS. There is a lot here and I have limited time because of two upcoming projects. However, I think there are several ways that I can assist Stoughton. I am available 5 hours a week, with a start date in July, depending on how soon we are able to define a scope of work and priorities, and put it into an MOU. The county fee is $50.00 an hour.

Here are the areas where my assistance may be most useful:

2.
Assist you in putting together Mayors Task Force

- Help develop work plan and timeline with "short-term assignments" (in addition to ED job description)
- Assist in planning meetings and agendas if needed

3.
Provide limited support to Rodney in developing the survey instrument for Stoughton's future growth. If this is for a comp plan addendum/update, we would need to further discuss, details, objectives. We could also contract this survey out, might have some ideas on that.

4. Provide strategic support to the AD HOC Marketing Committee

- Meet with them to determine support needs, goals

5. Before we did a housing assessment for Stoughton, it would be good to meet with HATS/WPHD, so efforts are not duplicated, and progress can continue successfully. I could recommend someone for the analysis, nominal fee, or free, would need to talk with them.

Once we determine key activities you would like technical assistance, we can outline them in a scope of work. We can also include a contingency for time/budget at your discretion.

As I see it, however, one two-hour meeting would take 3 hours of my time with travel. If there was prep or follow through, I would meet or exceed 5 hours. If I didn't have any work the following week, then that would be ok. That said, the best thing would be to be as clear as possible about your priorities so I spend my time most efficiently. As we know, things will change, and work will ebb and flow.

6. and 7. Should be part of the larger economic development plan, but could be discussed as part of the task force to consider options, next steps.

1. Happy to assist Roger and the RDA's needs, look forward to hearing more details as they arise. The 8th Street Apartments market analysis is good, was this done before or after the RFP was awarded? Thanks for sending.

We also have GIS staff that could do some analysis. For example, map the underutilized and or vacant parcels in Stoughton, conduct an infill inventory assessment, or inventory and map all of the family friendly amenities Stoughton has to offer that you could use marketing. We have an intern this summer, so this work would probably not have a fee attached to it.

I am leaving shortly, and will be gone for several weeks, back online June 18. We can create an MOU for 6 months, renewable upon review for up to 12 or 18 months. We could also add a small contingency at your discretion, maybe 10-15 hours every six months, if needed.

I look forward to our continued discussion, and assisting Stoughton. I will reach out once I return.

Best, Olivia