



POSITION PROFILE

Town of LaPointe Administrator

LaPointe is seeking a dynamic and proven organizational leader who will replace the current administrator who is retiring in Spring 2021 after 7+ years of dedicated service to the community. The Town has engaged Public Administration Associates, LLC (PAA) to conduct the recruitment and selection process for the next Town Administrator. The goal is to have a new administrator in place by early Spring.



POSITION ANNOUNCEMENT

Town Administrator

La Pointe, WI (Year-Round Population-275, Seasonal Population-3,000)

Located in beautiful Ashland County in northwestern Wisconsin, La Pointe Township encompasses Madeline Island along the south shore of Lake Superior (part of the Apostle Island National Lakeshore) about a 20 minute ferry ride from the mainland. It has a small year-round population that swells with the arrival of summer residents. La Pointe is a full-service community and self-sufficient due to its island location. La Pointe is very unique and has a rich history and bright future. Five Board Members, including Town Chair, are elected on a non-partisan basis. \$4.3M total annual budget, 36 employees (including seasonal, part-time and elected officials) and 35 volunteer firefighters and EMS members. Services provided include public works (including an airport and materials recovery facility), EMS, fire, library, parks and recreation (including a campground) and police. In the spirit of representative town government, La Pointe's future strategic initiatives include a number of energy independence and sustainability projects.

A Bachelor's degree in public or business administration or related field is preferred with at least 3 years municipal management experience. Private sector or military management experience may be substituted if comparable. Full-time residency is strongly encouraged. Current town administrator is retiring in mid-2021. Current salary \$68,250-new administrator salary DOQ plus excellent fringe benefit package. Desire a strong background in budget development/municipal finance; human resources management; capital project management; grant writing/administration and organizational improvement. The successful candidate will be a team builder and a leader in addressing community issues; have open and positive communication skills; have a high level of both personal and professional integrity; acute listening skills and have a collaborative management style. For more information on La Pointe, visit the community website at www.townoflapointewi.gov and Chamber of Commerce website www.madelineisland.com.

Send cover letter, resume, salary history and five work-related references to Public Administration Associates, LLC, Attn: Kevin Brunner, President, 1155 W. South Street Whitewater WI 53190; e-mail kevin.brunner1013@gmail.com; phone 262-903-9509, by **February 15, 2021**. Confidentiality must be requested by applicant and cannot be guaranteed for finalists.

Here is the new YouTube link for the La Pointe video announcement: <https://youtu.be/wLt17rTQg6I>

The LaPointe Community

With a year-round population of approximately 275, La Pointe is a very unique environment with small town charm. The Town of La Pointe is located on Madeline Island, one of the 22 Apostle Islands located in southwestern Lake Superior. The population increases to over 3,500 with the arrival of summer residents and tourists. The Island's main industry is tourism, and the jump in summer population is due to the large number of residents who spend all or part of every summer on the Island. More than one third of the Island consists of parks and wilderness preserves and will, therefore, never be developed. The Island is a nature-lovers' paradise.

The Town encompasses all of Madeline Island – it has a total area of 78 square miles and 45 miles of paved and non-paved roads. Population density is 3.4 people per square mile. Transportation to and from the mainland is provided by the Madeline Island Ferry Line from spring through freeze-up (generally early April through early January). Windsleds Inc., whisks residents and visitors across the ice on a windsled (a flat-bottomed vehicle with an airplane propeller on the back – resembling a hovercraft) prior to an ice road opening. When the ice road opens each year and how long it stays open is determined by Mother Nature. Once open, the ice road is continuously monitored and maintained by Windsleds Inc. The Island has an airport with a 3,000-foot paved landing strip.

La Pointe compared to Wisconsin state average:

- Length of stay since moving in significantly above state average.
- House age significantly below state average.
- Percentage of population with a bachelor's degree or higher above state average.
- Minority race population percentage below state average.
- Average household size: La Pointe: 1.9 people compared to Wisconsin: 2.4 people.
- Unemployment in March 2019: La Pointe: 5.1% compared to Wisconsin: 3.3%.
- Median resident age: 58.6 years compared to Wisconsin median age: 42.6 years.
- Residents with income below the poverty level in 2018: La Pointe: 5.1% compared to Wisconsin: 11%.

The Wisconsin Department of Administration (WDOA), based on 2010 Census data, estimated in 2013 that between 2020 and 2040, the Town of La Pointe's population would increase from 290 in 2020 to 340 in 2040. The WDOA lowered the Town's population estimate to 269 in 2020; however, due to the pandemic, the island population is currently higher than estimated either in 2013 or 2020.

School

The Town is part of the Bayfield School District. There is an elementary school on the Island with students from kindergarten through the fifth grade; students travel to Bayfield for classes beginning in the sixth grade.



Local Economy

The local economy is based on tourism, with most employment opportunities in the four following areas: Construction (20.8%); Accommodation & Food Services (13.3%); Arts, Entertainment, Recreation (12.5%); and Educational Services (10.0%).

History

La Pointe was originally the site of a fortified French trading post from 1660 to 1698 and from 1718 to 1860. The current town began to develop in the late 18th century as an American Fur Company outpost under the leadership of Michel Cadotte.

The Ojibwa originally lived near the mouth of the St. Lawrence River. At the time of great sickness and death, they first moved to a place near Montreal where they stayed for some time. Next it led them to Sault Ste. Marie; again, they stayed for some time. At last it led them to La Pointe, Madeline Island, which is now the center of the Earth for the Ojibwa.

Chief Buffalo was an Ojibwa leader born at La Pointe in 1759. Recognized as the principal chief of the Lake Superior Chippewa (Ojibwa) for nearly a half-century until his death in 1855, he led his nation into a treaty relationship with the United States Government, signing treaties in 1825, 1826, 1837, 1842, 1847, and 1854. He was also instrumental in resisting the efforts of the United States to remove the Ojibwa and in securing permanent reservations for his people near Lake Superior.

Today, the town's history is preserved at Madeline Island Historical Museum.

The LaPointe Municipal Organization

The Town of La Pointe is organized as a Town Government with Village Powers, with a five member Town Board. This includes the Town Chairman who is the supervisor of the Town Administrator. The Town employs 14 FT and 22 PT/seasonal employees, excluding 24 compensated volunteer firefighters and 11 compensated volunteer Ambulance Service EMTs/EMRs. The Town provides a full range of municipal services including:

- Police
- Fire
- EMS
- Planning/Zoning
- Public Works (including Roads, Materials Recovery Facility, Cemetery, Airport, Parks/Campground, and Town Dock)
- Library (separate managing board)
- Community Clinic (separate managing board)

Full-time and Part-Time Positions/Titles

GENERAL GOVERNMENT (3 FULL TIME, 2 PART TIME (elected)):

- Town Administrator
- Accounting Administrator/Deputy Clerk
- Elected Clerk
- Elected Treasurer
- Clerical Assistant

PUBLIC WORKS (6 FULL TIME, 9 PART-TIME/LTD TERM SEASONAL):

- Director of Public Works
- Facilities Manager
- Heavy Equipment Operator
- Road Foreman
- Materials Recovery Facility Supervisor
- Materials Recovery Facility Attendant
- Parks Camp Host (2)
- Campground Assistant
- Airport Manager
- Cemetery Sextons (2)
- Parks Grounds (3)

POLICE (3 FULL TIME, 4 PART TIME):

- Chief
- Training Officer
- Patrol

FIRE (2 APPOINTED, 24 COMPENSATED VOLUNTEERS)

- Chief
- Lead Engineer



AMBULANCE SERVICES (2 APPOINTED, 11 COMPENSATED VOLUNTEERS)

- Director
- Assistant Director

LIBRARY (2 FULL TIME, 1 PART TIME, 3 LTD TERM SEASONAL)

- Director
- Librarian
- Library Aide
- Recreation Center Director – School Age
- Recreation Center Director – Early Childhood
- Recreation Center Director – Aide

PLANNING AND ZONING (1 HALF TIME)

- Zoning Administrator

Town Committees

- AFFORDABLE HOUSING
- COMMUNITY AWARDS
- ENERGY
- PUBLIC ARTS
- TOWN PLAN COMMISSION
- WINTER TRANSPORTATION

Budget/Philosophy

The Town Board moved to a three-year budget process beginning in 2017. It allows the Town Board to see what projects are planned for more than a year in advance in order to adequately consider how to finance them. It also allows the Town Board to more prudently borrow money for capital equipment and improvements. The Town operates on a cash basis. As of 12/31/2020, the Town had a Fund Balance of \$246,753 and designated funds totaling \$1,442,360, including funds for construction of the new Emergency Services Building scheduled for completion on February 26, 2021.

Funds are budgeted as follows for 2021:

• General Government	\$600,366	
• Public Safety	\$655,515	
• Public Works (highways and transportation)	\$819,657	
• Health and Human Services	\$ 38,662	
• Culture and Recreation	\$439,803	
• Conservation and Development	\$ 45,355	
• Capital Outlay	\$317,807	
• Debt Services	\$494,914	
• Other Financing Sources	<u>\$ 57,600</u>	
	Total	\$3,581,227

Town Parks

Big Bay State Park

Open year 'round, Big Bay State Park features over 7 miles of pristine hiking trails with dramatic views of sandstone cliffs and rock formations. Picnic sites are located near

beach and trails. Snowshoe and ski trails offer winter fun. Environmental programs and junior ranger kits available. Big Bay Beach was listed as one of America's "Top Secret Beaches" by Budget Travel Magazine in 2011. Sixty campsites provide opportunity to sleep under the Milky Way stretched overhead (restroom, shower facilities and firewood available). Hourly pass, 3-hour pass, or State Park Sticker required.

Big Bay Town Park

No doubt Big Bay Beach at Town Park is the perfect spot to lull away the day on a hot summer afternoon. Walk the miles of sandy beach, hike the boardwalk, or canoe or kayak the inland lagoon. Fish the lake or lagoon – permit required. Picturesque views at every turn.

The Town Campground features 61 campsites with 22 electric sites. New RV camp sites available and also 6 remote campsites which are located on the Lagoon Ridge Trail. New picnic structure with fireplace for picnics and campers. New restroom and shower facilities available. Firewood available.

Joni's Beach

Just 2 blocks from the ferry landing, Joni's beach includes a sheltered picnic area and playground designed with younger children in mind. There is a dock and beautiful sandy beach. Watch the ferries come and go as you relax in the sand and listen to the waves. Public restrooms are located on-site.



Schedule for Town of LaPointe Administrator Recruitment/Selection Process

1/11/2021-Town Administrator Text Announcements Posted on Specified Job Boards/Internet Sites

1/13/2021-Video Position Announcement Posted on Social Media Platforms

2/15/2021-Application Materials Due to PAA

2/19/2021-Confidential Applicant Mini-Resumes/Candidate Report Sent to Town Board for Review

2/22/2021 - Town Board to Review Mini-Resumes and Selection of 6-10 Semi-Finalists (Closed Session)

2/22/2021-3/5/2021-Semi-Finalists Prepare Video Interviews and PAA Conducts Reference Reviews/Prepares Reference Reports

3/8/2021-Town Board Meeting-Review Candidate Video Interviews/Reference Reports and Select Finalists (Closed Session)

3/9/2021 (Day after Town Board Selects Finalists)-Finalists Notified

3/26-3/27/2021-Finalists Come to LaPointe for Interviews with Town Board and other Scheduled Activities

PAA Negotiates Employment Agreement with Selected Candidate and Final Background Check is Performed by the Town

4/5/2021-Town Board Approves Employment Agreement with New Town Administrator

5/3/2021-Approximate Start Date for New Town Administrator (Assumes 30 Day Notice to Current Employer)-Current Town Administrator Lisa Potswald will work with New Town Administrator for a Scheduled Period of Time to Ensure a Smooth Transition

Retiring Town Administrator Lisa Potswald is available to discuss the Town Administrator position as well as LaPointe Town Government Operations with any potential candidates. She can be reached at 715-747-6914 or at administrator@townoflapointewi.gov.



Public Administration
Associates, LLC

public-administration.com
262-903-9509