

AGENDA
CITY OF MONONA
San Damiano Project Steering Committee
Monona City Hall – Conference Room
5211 Schluter Road, Monona, WI
Tuesday, April 5, 2022
5:00 pm

NOTICE OF ELECTRONIC MEETING

Note: Committee Members will meet remotely via Zoom virtual meeting. Additional details below.

1. Call to Order
2. Roll Call
3. Appearances
4. Approval of Meeting Minutes of March 1, 2022
5. New Business
 - A. Discussion of Selection Criteria for Request for Proposal for Consulting Services for San Damiano Community Vision and Conceptual Plan Process.
6. Discussion of Future Agenda Items
7. Next Meeting Date – To be Determined
8. Adjournment

ELECTRONIC MEETING INFORMATION NOTICE

Due to the current state of emergency because of the COVID-19 pandemic, this meeting will be conducted via electronic videoconferencing/teleconferencing. As such, it is likely that some or all members of, and a possible quorum, may be in attendance via electronic means and not physically present. In accordance with Wisconsin law, the meeting will remain open to the public. The public may still attend in person at the location stated in this agenda. However, due to the need to maintain social distancing in accordance with Dane County Order #17, and the limited physical space available, the public is encouraged and requested to also attend via electronic means. Directions to do so are listed at the bottom of this agenda. Upon reasonable notice, the needs of disabled individuals will be accommodated through auxiliary aids or services. For additional information or to request this service, contact Alene Houser at 608-222-2525.

DIRECTIONS TO ATTEND MEETING ELECTRONICALLY

You may attend via videoconference at <https://us02web.zoom.us/j/81973913131> or by downloading the free Zoom program to your computer at <https://zoom.us/download>. At the date and time of the meeting log on through the Zoom program and enter Meeting ID: 819 7391 3131.

You may attend via telephone conference by calling the following phone number:

PHONE NUMBER: 1-312-626-6799 / MEETING ID: 819 7391 3131, FOLLOWED BY #

Please Mute Your Phone When Not Speaking To Ensure Best Possible Audio Quality.

You can register to appear and speak before the committee by utilizing the [Appearance Before a Committee Form](https://www.mymonona.com/FormCenter/CommitteeApplication-11/Appearance-Before-a-Committee-Citizen-Co-82). Link to form: <https://www.mymonona.com/FormCenter/CommitteeApplication-11/Appearance-Before-a-Committee-Citizen-Co-82>

Note: Upon reasonable notice, the City of Monona will accommodate the needs of disabled individuals through auxiliary aids or services. For additional information or to request this service, contact Joan Andrusz at (608) 222-2525 (not a TDD telephone number), FAX (608) 222-9225, or through the City Police Department TDD telephone number 441-0399. The public is notified that any final action taken at a previous meeting may be reconsidered pursuant to the City of Monona ordinances. A suspension of the rules may allow for final action to be taken on an item of New Business. It is possible that members of and a possible quorum of members of other governmental bodies of the municipality may be in attendance at the above stated meeting to gather information or speak about a subject, over which they have decision-making responsibility. Any governmental body at the above stated meeting will take no action other than the governmental body specifically referred to above in this notice.

City of Monona, Wisconsin



REQUEST FOR PROPOSAL (“RFP”)

San Damiano Community Vision and Master Plan Process
Monona, Wisconsin
March 3, 2022

The City of Monona, Wisconsin (population 8,624) (“City”) is seeking a qualified firm(s) or individual(s) to facilitate a community planning, visioning, and engagement process relating to the creation of a Master plan (“Project”) for the former San Damiano parcel at 4123 Monona Drive in Monona (“San Damiano Property”, “San Damiano”, or “Property”).

The City is seeking assistance in developing a long-term Master Plan for a unique, nearly 10-acre lakefront parcel that could become a transformative regional community asset.

Proposals must be received by the City on or before **5:00 PM on Monday, April 4, 2022**, in City Hall at 5211 Schluter Road, Monona, WI, 53716.

Applicants should take caution if mail delivery services are used for the submission of proposals. Mailing should be made in sufficient time for proposals to arrive at City Hall prior to the time and date specified above.

I. Background

Consisting of almost 10-acres of undeveloped land, much of it wooded, San Damiano features more than 1,500 feet of shoreline along Lake Monona with stunning views. (See Exhibits A and B for maps of the Property). Many years ago, it was the site of Native American encampments along the lakeshore including ancestors of the Ho-Chunk Nation. The Wisconsin State Historical Society has designated almost the entire property as the likely location of Native American artifacts and burial mounds (See Exhibit C for WHS Documentation).

The house and property were part of a 680-acre farm developed by Allis-Chalmers heir, Frank Allis, Jr. in the 1890’s. The home, built in 1893-94 is of the Dutch Colonial-Revival style whose main characteristic is a Gambrel roof with dormers. It was among the first year-round dwellings on the lakeshore beyond the city limits of Madison. Since its construction, the land surrounding it has not been touched except for the addition of a small garage on one side of the property.

Following the death of Frank Allis in October 1915, the farm and home were sold in November 1916 to former Madison Mayor Adolph Kayser. In October of 1917, Kayser sold the house and the 10 acres on the lake surrounding it to Dr. Herman Gilbert who lived there until 1924.

In July 1924, Dr. Gilbert sold the Frank Allis house and adjacent grounds to Josephine and Margaret Mahoney, well-known area philanthropists, for \$35,000. It is not known if they ever lived there. The Mahoney sisters contributed to many Catholic churches and charities in the Madison area, and especially to St. Joseph's Church which was run by Norbertine priests.

On November 30, 1929, the Mahoney sisters sold/gave the house and the 10 acres to the Norbertine Priests for "\$1.00 and other good and valuable considerations." The property became known as the Norbertine Novitiate and served as a place where young men who desired to join the Norbertines could experience the religious life. The Novitiate closed in 1959 but the house continued to be used by the Norbertines as a house of studies for priests studying at the University of Wisconsin and serving parishes in the area.

In August 1975, the Norbertines gave permission for Capuchin priests and brothers from Mt. Calvary, WI to rent the Frank Allis house as a "House of Prayer". The property became known as "San Damiano", named after a church in Assisi, Italy. By 1996 it had become known as the San Damiano House of Prayer and Healing and was used for conferences, retreats, and healing ministries. The last Capuchin moved out in March 2015. The Norbertines then rented the house to area Catholic theology students who acted as property caretakers.

In January 2020, the Norbertines announced that they planned to sell the house and property. In September 2020, the Norbertines accepted the City of Monona's offer of \$8.6 million and the sale of the property was finalized in June 2021 (See [Exhibit D](#) for a timeline of the City's involvement with the Property). The Property was appraised in December 2020, with an appraised value of \$9.8 million (See [Exhibit F](#) for a copy of the current appraisal).

II. Project Description

The City endeavors to design and execute a high quality, thoughtful, and inclusive community planning process to engage residents, business owners, and other community stakeholders in developing a community-based vision for the lakefront and a set of potential projects for implementation. This community planning process would occur over multiple months, and utilize various platforms, such as community meetings, neighborhood meetings, design charrettes, surveys, social media, and other forms of interaction to gather substantial community input before moving forward with any potential projects on the San Damiano Property.

To complete this community planning process, the City intends to select a firm(s) to design and ultimately guide the community through this intensive planning process and develop a Master plan for the San Damiano Property (the “San Damiano Master Plan”) based upon the outcomes of this planning process. Furthermore, the selected firm(s)/individual(s) would assist the City in identifying various grant writing opportunities to provide outside funding sources for the implementation of specific items contained in the San Damiano Master Plan. The Friends of San Damiano, through a Memorandum of Understanding with the City, have the primary leadership role in private fundraising efforts related to this Property. The selected Respondent would report to the City Administrator, guided by input from the San Damiano Project Steering Committee, with formal oversight from the Monona Mayor and City Council.

Below is a list of project elements that a Selected Respondent would lead in partnership with the San Damiano Project Steering Committee (the “Steering Committee”, more fully described in *Section III* below):

- Community Engagement and Outreach (including documentation of input)
- Stakeholder Engagement and Outreach (including but not limited to other jurisdictional partners, such as Dane County, the WI DNR, and others)
- Communication with external and internal stakeholders, including assistance with digital and graphic content creation
- Visualization of Potential Project Outcomes (e.g., visual scenarios) and Feasibility Analysis
- Site Analysis and Design (including schematic plans)
- Developing cost estimates for project elements included in the Master Plan
- Environmental Analysis
- Resource Identification (Public and Private)
- Grant Writing
- Assistance with Engaging Regional and State Agencies as determined necessary

III. Project Partners

A. Friends of San Damiano

The Friends of San Damiano (“FOSD”) is an independent, private non-profit corporation that was formed in July 2020 to encourage and support the acquisition of the San Damiano Property, to assist the City in the facilitation of advocacy and fundraising efforts to help educate the public of the Property’s importance and raise needed funds to help reduce the City’s cost of the Property acquisition and financially support the on-going operating and capital needs of the City’s utilization of the Property for the public, and to provide input to the City on the future uses of the Property.

B. San Damiano Project Steering Committee

As noted above, the City purchased the San Damiano Property in June of 2020.

In May 2021, the City and FOSD agreed to a Memorandum of Understanding (“MOU”) to cooperate in efforts to support the ongoing operations and capital maintenance of the Property.¹

To better coordinate the work of the FOSD and the City, the City formed an ad hoc committee of ten (10) individuals appointed by the Mayor and confirmed by the City Council to serve as the Project Steering Committee. The purpose of the Project Steering Committee is, among other responsibilities, to provide direction on the public visioning and Master planning process, including recommending the selection of and working with the Selected Respondent.

The mission of the Project Steering Committee is to engage the community in the development of a financially feasible Master plan that conserves San Damiano as a public asset.²

The final deliverables for the San Damiano Master Plan will also be formally reviewed and approved by the Steering Committee, the City’s Parks and Recreation Committee, and the Monona City Council.

C. Additional Project Partners

As the San Damiano Property is regionally important, other potential partners in a San Damiano Master Plan process and resulting projects for implementation may include (but are not limited to):

- Monona Grove School District
- Nuestro Mundo Community School
- One City Schools
- Monona East Side Business Alliance
- Dane County
- Ho-Chunk Nation
- Ho-Chunk Tribal Historic Preservation Office
- Clean Lakes Alliance
- Aldo Leopold Nature Center
- Wisconsin Department of Natural Resources
- Wisconsin Historical Society
- Historic Blooming Grove Historical Society
- Capital Area Regional Planning Commission
- Greater Madison Metropolitan Planning Organization
- Madison Community Foundation
- Local natural and recreational interest organizations
- Other area non-profits and organizations

¹ A copy of the MOU may be found at: <http://mymonona.com/1540/San-Damiano-Project-Steering-Committee>

² For additional information on the Project Steering Committee, please see: <http://mymonona.com/1540/San-Damiano-Project-Steering-Committee>

IV. Project Constraints and Considerations

The San Damiano Property is a unique parcel given its history as further summarized in *Section I* above. As such, a successful Master plan process must be developed with an understanding of certain constraints and restrictions that exist on the Property.

First, as noted above, it is the community's understanding that the Property has a deep history of indigenous peoples living and utilizing the Property, including the ancestors of the present-day Ho-Chunk Nation. The Wisconsin Historical Society's documentation shows that most of the Property falls within the potential boundaries of an uncatalogued human burial site known as the Monona Drive mound group (See Exhibit C for additional information from the Wisconsin Historical Society). The City is in the process of conducting a phase 1 archaeological survey to gather additional information and data on the potential existence of any burial mounds or other archaeological remains on the Property. This phase 1 survey should be completed by spring of 2022.

Second, the Property contains the Frank Allis Home, which is listed on the City's local historic landmarks register. As it is an 1890s era structure that has not been occupied in several years, the City commissioned a building conditions survey to determine the structural integrity of the building (See Exhibit E for a copy of the Building Conditions Survey). Based upon the analysis of GRAEF and Isthmus Architecture (local professional service firms), the Property was observed to be in generally good to fair condition, with several critical items that would need to be addressed before the building could become habitable. The City has made no determination at this time on whether to retain the structure and/or any potential uses of the building and would like to receive feedback on this as part of the Master planning process.

Lastly, the City is in the process of finalizing receipt of \$2 million in a direct appropriation from Dane County to offset a portion of the City's acquisition cost, as well as a \$249,999 award from the Wisconsin Department of Natural Resources (DNR) Knowles-Nelson Stewardship grant program. The award of these funds will likely come with restrictions that the Property may only be used for purposes associated with land & water conservation and public recreation consistent with the uses of other public parks in the City of Monona and surrounding area, and that the Property may not be sold to a private entity. The conditions of the County and DNR's awards have not yet been finalized but will ultimately provide certain limitations on potential future uses of the Property.

V. Proposal Format

A. Organization

1. Name, address, telephone number, and email address of the main office and contact for this project.
2. Name, position, qualifications, and experience of individuals designated to work on this project, including any potential partners or subcontractors.

B. Experience

List and briefly describe at least three (3) to five (5) projects you or your firm completed in the past ten (10) years with requirements like those stated in this RFP. List the dates and locations of these projects. Provide references for each of these projects (contact name, organization/municipality, address, and telephone number).

C. Process

1. Describe the community engagement process used by your firm for this project.
2. Describe the level and type of participation required by residents and other community stakeholders.
3. Describe your strategy for using public participation for this project, including number of community meetings, neighborhood meetings, workshops, focus groups, social media outreach, and additional public presentations you feel necessary to complete this project.
4. Describe how your firm has worked with diverse communities.
5. Describe your strategy for outreach and engagement that encourages and amplifies traditionally underrepresented voices and involves them in the planning processes.
6. Describe the level and type of participation required by City staff, the San Damiano Project Steering Committee, other relevant City Committees, and elected and appointed officials.
7. Describe the product to be delivered upon completion of the Project.
8. Describe how your proposed process will assist in arriving at a “financially feasible master plan”.³

D. Deliverables

1. A fully developed framework for the community engagement process, including potential timelines and key milestones leading to a completed Master Plan.
2. The completion of a San Damiano Master Plan, which would include the following elements:
 - a. Schematic, visual, and narrative representations of project elements included within the Master Plan.
 - b. A prioritization of project elements
 - c. A detailed documentation and summary of received public comment and input from the community engagement process. The City endeavors to receive input from at least five thousand (5,000) individuals through various engagement avenues and activities.

³ The term “financially feasible master plan” means that the City’s goal is to have the future of this property and any improvements on it be revenue neutral, revenue generating (net positive) to the City’s budget, or funded through other non-city revenue sources, such as private fundraising or grants.

3. Potential funding sources are identified and vetted. The San Damiano Master Plan will be aligned with other state and regional stakeholders to tap into available funding resources.
4. A preliminary cost estimate for implementation of the San Damiano Master Plan.

E. Timing

Please provide a timeline for you or your firm's involvement in the community planning process that relates to the City's proposed time for the process. (See *Section X* for more detail on timeline).

F. Cost

Provide a cost breakdown for the completion of the Project. Include the following information:

1. Detailed fee listing.
2. Estimated total project cost, including a not-to-exceed figure.

Please include any additional services offered by you or your firm or proposed sub-grantor that may be relevant to the Project and are not specifically included in the estimated total project cost. All fees and costs submitted as part of your proposal may be further negotiated during the negotiation process, prior to the signing of a formal contract with the City for the Project.

VI. Terms and Conditions

1. The City reserves the right to reject any or all proposals or to negotiate a contract that is in the best interests of the City at the absolute and sole discretion of the City Council, with the advice and recommendations of the San Damiano Project Steering Committee and City staff.
2. The City reserves the right to request clarification of information submitted and to request additional information of any or all the RFP Respondents.
3. An RFP Respondent must submit twelve (12) bound copies and one (1) Universal Serial Bus (USB) drive ("flash" or "jump" drive) containing the proposal in a PDF format to Bryan Gadow, City Administrator, 5211 Schluter Road, Monona, WI 53716; no later than **5:00 PM, Monday, April 4, 2022**. All proposals must be signed by a duly authorized individual.
4. All proposals shall become the property of the City and the City may, at its option, request oral presentations prior to selection. No public bid opening will be held.
5. All proposals and materials are subject to Wisconsin Open Records requirements. No materials submitted shall be considered proprietary.

6. Proposals in response to this RFP will be valid for sixty (60) days from the proposal due date. The City reserves the right to request an extension of time if needed.
7. RFP Respondents may be asked to attend meetings, make oral presentations, inspect City locations as part of this RFP process. Such presentations, meetings, or site visits will be at the Respondents expense.

VII. Evaluation and Selection Process

The City and the San Damiano Project Steering Committee will evaluate and validate all qualifying proposals. The proposal evaluation process will permit the City and the Project Steering Committee to identify the proposal that best meets the needs of the City. Selection will rely on City staff and the Project Steering Committee's assessment of the proposal's compliance with the requirements and intent of this RFP.

After review of the RFP responses, the City and the San Damiano Project Steering Committee will recommend to the City Council which RFP respondent(s) would best provide the services needed by the City. The Project Steering Committee and/or City Council may invite select Respondents to participate in an interview process at their discretion. The City Council shall have the final determination on selection of and award to an RFP Respondent.

The City and the San Damiano Project Steering Committee will evaluate the received proposals based on the following criteria:

1. Demonstrated understanding of the requirements of this Project.
2. Responsiveness of proposal to submittal requirements identified in this RFP.
3. Relevance and suitability of the project approach and schedule to meet the needs of the City.
4. Qualification and expertise of the key personnel to be assigned to this Project.
5. Background experience of the Respondent's firm(s) or individual(s) and the project team as it directly relates to this Project.
6. The availability of the Respondent.
7. Record of past performance on similar projects.
8. Price of services, and quality and cost control procedures to be used on this Project.
9. References provided by past and current clients of the Respondent.
10. Resources of the Respondent to conduct and complete this Project in a satisfactory manner.
11. Clarity and organization of the proposal.

Non-responsive or incomplete proposal may be disregarded at the discretion of the City.

The award of contract will be made to the most qualified firm or individual(s) utilizing the above criteria and as a result of negotiations. The determination of the most qualified firm(s) or individual(s) rests solely with the City.

VIII. Right to Reject Proposals

By responding to the RFP, the Respondent accepts the process outlined in this RFP and fully acknowledges that the final determination of the City of Monona is binding and without appeal.

The City reserves the right to reject any or all proposals without stated cause or prejudice, and/or waive any irregularities if deemed in the best interest of the City. In addition, the City reserves the right to reissue all or part of this RFP and/or not award any contract at its discretion and without penalty.

The City reserves the right to disqualify any proposal, before or after opening, upon evidence of collusion, intend to defraud, or any other illegal practice on the part of the Respondent.

IX. Compensation and Terms of Payment

Proposals must include a fixed or not-to-exceed fee, plus estimated out of pocket expenses, to provide the services identified above. The City will remit payment from appropriately documented invoices within forty-five (45) days of submittal and progress payments can be made during the engagement period. Funds for the payment of this contract will be from funds raised by the FOSD.

X. Project Schedule

The City and the San Damiano Project Steering Committee recognize that developing a community Master plan is a time intensive process and will most likely need to be implemented over a longer time horizon due to availability of funding resources. The proposed San Damiano Master Plan process to engage various stakeholders to develop a vision and a formalized Master plan will take approximately twelve (12) to eighteen (18) months to gather robust community input. The estimated timeline for the community engagement process is as follows:

Estimated Community Engagement Process Timeline

- March 3, 2022 – RFP for San Damiano Community Vision and Master Plan Process is sent out to firms for response
- April 4, 2022 – RFP response due date
- On or about June 1, 2022 – A Respondent is selected from RFP responses
- June/July 2022 – Preparation and execution of contract with selected firm(s)/individual(s)
- August 2022 – Initial community kick-off/open house meeting – explain mission, vision, and process
 - Lay out future communication process and channels
 - Methods to communicate with stakeholders
 - Brainstorm on ideas, concepts

- September 2022 to December 2023 – Community Visioning and Master Planning Process

XI. Award Notification

The City will notify, in writing, the Respondents who have not been selected.

XII. Natural of the Proposed Relationship

The successful Respondent will be hired by the City on a contractual basis and will perform the services required as an Independent Contractor and shall not be deemed an employee of the City. The successful Respondent will be responsible for payment of all their own payroll taxes and payment of all withholding amounts including, but not limited to, State and Federal income tax, FICA, and other types of payroll taxes.

XIII. General Provisions

1. **Non-Discrimination Statement:** The City of Monona does not discriminate based on race, color, region, age, marital or veterans' status, sex, national origin, disability, sexual orientation, or any other legally protected status in the admission or access to, or treatment or employment in, its services, programs, or activities.
2. **Project Cost:** The City shall not be liable for any costs incurred to prepare or submit a proposal for this RFP.
3. **Withdrawal of Proposals:** The proposer upon written request may withdraw a proposal.

XIV. Submittal Instructions

Proposals shall be submitted to:

City of Monona
Attn: City Administrator
5211 Schluter Road
Monona, WI 53716

XV. Inquiries

Documents related to the San Damiano Property and the San Damiano Project Steering Committee may be viewed online at: <http://mymonona.com/1540/San-Damiano-Project-Steering-Committee>.

Prospective Respondents may submit questions by email to:

Bryan Gadow, ICMA-CM
City Administrator
City of Monona

Monona, WI 53716
bgadow@ci.monona.wi.us

All responses to substantive questions will be in writing and provided to all requesting parties. All questions must be received by 5:00pm, March 16, 2022.

XVI. Attachments

- A. Exhibit A – Aerial Map of the San Damiano Property
- B. Exhibit B – Aerial Lidar Map of the San Damiano Property (from Wisconsin Historical Society)
- C. Exhibit C – Wisconsin Historical Society Documentation on the Property
- D. Exhibit D – City of Monona San Damiano Property Timeline
- E. Exhibit E – Building Condition Assessment Survey on San Damiano Property
- F. Exhibit F – Appraisal Report on the San Damiano Property