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**The Dictionary Project**  
Local organization aids in education

BY RICK COHLER  
CONTRIBUTING WRITER

GREEN BAY – Third grade students at Green Bay's Howe Elementary Community School and seven other Green Bay elementary schools each have their own comprehensive dictionary, thanks to the Optimist Club of Green Bay.

Green Bay Optimist member Jack LeDuc visited Howe School in 2017, and after seeing the multi-ethnic makeup of the student body, he told second grade teacher Skye Leonard that he would like to help.

As a former science teacher and aviation pilot, seeing the

unique learning needs and multi-cultural make-up created a new approach for LeDuc.

"I bought flashcards from the School House in Ashwaubenon. Art, word and game sheets from NASA and the latest space race materials engaged many others. What grabbed every second to fifth grader was reading how planes fly, how Orville and Willbur Wright invented the first aircraft from their bicycle shop then students building their own NASA model plane and test flying them in the gym to see whose design was best. There is also a botany plant program with each

See **DICTIONARY** page 4



University of Wisconsin-Green Bay Chancellor Michael Alexander helps a student at Eisenhower Elementary School in Green Bay.

Submitted photo

**An investment in active transportation**  
Wisconsin Bike Fed, partners request increased funding for trail infrastructure

BY WILLIAM KOPP  
CONTRIBUTING WRITER

BROWN COUNTY – In March, the Wisconsin Bike Fed, along with its partners in Trek and Rails-to-Trails Conservancy, asked state legislators for a yearly \$18.5 million federal investment in active transportation to meet growing trail use.

Trail use has continued to increase throughout COVID-19 and has resulted in a 45% higher use nationally in 2022 than 2019.

Wisconsin Bike Fed is Wisconsin's statewide bicycle advocacy organization, headquartered in Milwaukee, which follows three main focuses: advocating for bike-friendly laws and for state budget money to go toward developing facilities for people who bike or walk; teaching adults and kids how to ride bikes safely; and putting on events as well as publishing a newsletter and magazine that encourages

See **TRAIL** page 5



**Urban Edge offers increased options for Suamico residents**

The development off of Lineville Road in Suamico known as Urban Edge has seen a lot of change in recent years.  
Josh Staloch photo

BY JOSH STALOCH  
CONTRIBUTING WRITER

SUAMICO – The development off of Lineville Road in Suamico known as Urban Edge has seen a lot of change in recent years.

From becoming host to the village's first Starbucks to a CP Early Education & Care facility taking root in one of the complex's

largest buildings following the departure of Shopko, Urban Edge has become an integral piece of the village's retail picture.

The area, being developed by Midwest Expansion Companies, is also a big part of Suamico's residential growth as Urban Edge is host to several large scale multi-family housing units.

Recently, Urban Edge has seen the opening of two new restaurants; a Taco Bell, which sits just east of the Festival Foods parking lot and a Pizza Hut, located off of Velp just across the way from Old Mexico Cantina & Grille, another Urban Edge eatery.

In addition to the two new

See **URBAN EDGE** page 8

**Local festival focuses on the youth**

BY STEPHANIE FAUDOA  
CONTRIBUTING WRITER

ALLOUEZ – The Allouez Optimist Club of Green Bay will host Allouez Fest at Green Isle Park on June 11 from 10 a.m. to 3 p.m.

Jacob Jirschele, a 12-year member of the Allouez Optimist Club, explained that the festival — now in its 38th year — is a youth-focused event.

"The Optimist Club is a service league club, and the purpose of the club is to do activities to better our youth. If we invest time, energy and money into our youth, we make a better and stronger community. This is our major fundraiser, where we raise most of our money. We distribute between \$25,000-\$30,000 a year to causes because the Allouez Fest has been more successful," he said.

The money that is raised at the event benefits the greater Green Bay community and a wide range



There will be a wide variety of activities for the entire family to enjoy and participate in including a family picnic, a car show, vendors, live music and kid activities, such as face painting, bounce houses, remote control car demos, New Zoo's Zoomobile and the Einstein Project. Submitted photo

of organizations that help area youth succeed.

"The money that we raise we distribute over the course of the year to Allouez-based and greater Green Bay-based causes. We give money to the Miracle League of

Green Bay, Junior Achievement, Give a Kid a Book Program, CASA of Brown County, Green Bay Area Schools and much more," Jirschele said.

See **FESTIVAL** page 4

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**TRAIL**  
from page 1

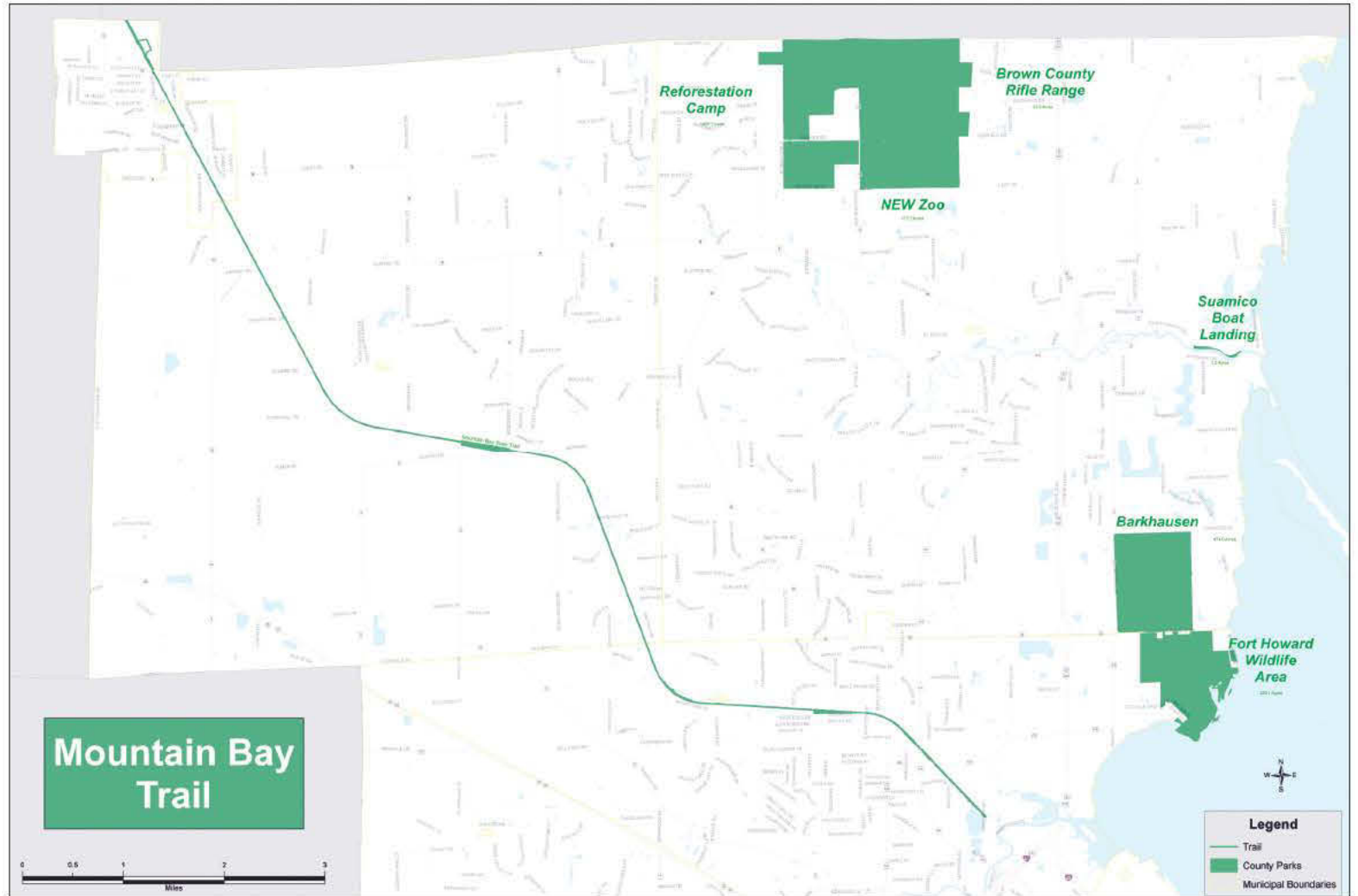
people to come to Wisconsin to ride bikes.

The request made by the federation and their partners will go toward the Transportation Alternatives Program (TAP) — a program designed for alternatives to cars, like biking and walking.

An important part in the request for increased funding is the Bipartisan Infrastructure Law, enacted in the Infrastructure Investment and Jobs Act on Nov. 15, 2021, which authorized up to \$108 billion for public transportation — the largest federal investment in public transportation in United States history.

“Since 2014, the Wisconsin budget has had only \$7.4 million annually for Transportation Alternatives, and now, because of the Bipartisan Infrastructure Law, Wisconsin can get more money from the federal government for things like biking and walking,” said Executive Director of the Wisconsin Bike Fed Kirsten Finn. “And so, the \$18.5 million is just federal tax dollars. But, the local governments need to put up a 20% match. So, if you want to build a trail in your town, you can get 80% paid for by the federal government through TAP by applying through the Wisconsin Department of Transportation, but then [local governments] have to commit to paying 20% of the project.”

The difference between \$7.4 million and the requested \$18.5 million may seem like a lot, but with in-



flation and the current rise in prices, it's really not.

Finn added, “What we're seeing in new proposals from engineering firms is that a mile of trail costs a million dollars. So, we're talking about, in a year, putting in 18 miles of new bike infrastructure instead of 7 miles. So it's still really, relatively, a modest amount that we're able to do with that money.”

Trails affected by the increase in funding through-

out Wisconsin will include trails like Flyway Trail of Buffalo County, Wisconsin Recreational River Bridge of Dane and Sauk counties and the Mountain Bay Trail of Brown, Marathon and Shawano counties which will build a pedestrian, cyclist and snowmobile bridge connecting trails over the Wisconsin River to replace the recently demolished Sauk City Rail Bridge.

Finn added, “In addition to building new trails, TAP

funding is also used to improve existing state trails that are in need of resurfacing or improvement.

“One of the things I want [the public] to know is this \$18.5 million is a pass-through. It doesn't require any state spending. It requires a local match, but it doesn't cost our state anything to accept these dollars.”

For local governments struggling to make the match, the governor has

asked that a budget for \$1.2 million be used to help communities that can't afford to make the match to pay the 20% match.

“And so, I think that piece is really so important to the budget because it really helps the money to be spread more equitably throughout the state,” said Finn. “One of the unfortunate things that we're seeing for the proposals submitted is that a lot of times these towns are asking not

for trails to get out and get exercise, they're asking for 100 feet of sidewalk in front of a school that helps kids to cross safely from one side of a county highway to another.”

For more information on the request for funding, the effect on local communities and how the funding will affect trails statewide go to <https://wisconsinbikefed.org/advocacy/legislative/advocacy-day-2023-round-up/>.



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<sup>^</sup> One winner selected May 10, 2023.

# Schuster takes home CSCA top paper award

FOR THE PRESS TIMES

DE PERE – St. Norbert College Senior Crystal Schuster recently took home the top paper award at the Central States Communication Association (CSCA) conference in St. Louis, Mo.

Schuster, a double major in psychology and communication and media studies, with a minor in Spanish, presented “Meet the Family: A Qualitative Investigation of Introducing Romantic Partners to Family Members.”

She explored the important factors to consider when introducing a new romantic partner to one’s family, the implications for the relationships with family members and romantic partners after the introduction, how culture can impact this process and what advice adult children had regarding introducing a new partner to their family.

Schuster was recognized at both the President’s Luncheon in front of the CSCA Association, as well as the Undergraduate Honors Luncheon.

Antos also presented her current research focuses on eating disorders and body image disturbances in the relational communication environment during the conference.



Schuster

CSCA was founded in 1931 to promote the communication discipline in educational, scholarly and professional endeavors.

The association, which consists of the 13 Midwestern states of North Dakota, South Dakota, Nebraska, Kansas, Oklahoma, Missouri, Illinois, Iowa, Wisconsin, Minne-

sota, Michigan, Indiana and Ohio, is governed by an executive committee and is legislated by its constitution and by laws.

After graduation from St. Norbert in May, Schuster will attend graduate school at Northwestern University in the fall to pursue her master’s degree in marriage and family therapy.



The area, being developed by Midwest Expansion Companies, is also a big part of Suamico’s residential growth as Urban Edge is host to several large scale multi-family housing units.

Josh Staloch photo

## URBAN EDGE from page 1

food options, construction has begun on a new Aldi supermarket in what was the open space between CP Early Education & Care and Festival Foods.

Village President Sky Van Rossum has seen concerns from village residents on social media. Questions like: “Why are we getting another pizza place?”, “Don’t we have enough pizza places already?” and “What are we going to do with two grocery stores in the same shopping center?” have been going around.

Van Rossum pointed out that village administrators have no control over the names that fill out the list of businesses opening up shop in Urban Edge and added he thinks the development has done a good job of keeping the area vibrant.

“So, Urban Edge is really on its own as far as the businesses it brings in. The village has no control over the businesses it brings in as long as everything fits the development plan and the site plan. Those were two empty spaces that were filled and actually, having those two businesses come in is a pretty novel approach,” Van Rossum said of Taco Bell and Pizza Hut opening. “If you look at the footprint or the history of Urban Edge, it was really sited to be...another big box store was supposed to be located where the new apartments are. Once Shopko went out of business, I have to give credit to (Midwest Expansion) for creating a novel approach to filling that space by bringing in an indoor storage space and also the CP Center. They’ve continued to fill the space out.”

Questions about existing businesses and their abil-

ity to coexist with new ones remain.

Will a new Pizza Hut take away business from Gallagher’s, also a tenant at Urban Edge? What about Rustique right down the road?

It makes sense that a family of four, let’s say, looking for a night out at Rustique probably isn’t in the market for what’s happening at the Pizza Hut off of Velp, a smaller restaurant with no dine-in seating and geared for takeout/delivery.

But what if the same family of four is on the fence about where to get that mid-week pizza pie? If an option like Pizza Hut is on the table, do they go with what might be a bit cheaper or quicker than what they could get at Rustique? What about Gallagher’s and how it will now fit into the Suamico restaurant scene with a new player just a few hundred yards away?

The same question can be asked of Festival Foods, which will soon find itself virtually next door to a brand new Aldi to go along with competition from a Piggly Wiggly only a few blocks down Lineville.

Van Rossum said the free market is essentially deciding what is happening with similar businesses showing up in close proximity to each other.

Suamico residents don’t necessarily want to drive into Green Bay for the things they need.

The more they can get done here in the village, the better, and it’s up to places like Urban Edge to provide space for those businesses to come to market.

“I think with Piggly Wiggly, they’re well established and have their own clientele. Festival has an established customer base. And I think Aldi is just a little bit different from both of those,” he said. “When you think about Aldi, they have

a pretty devoted following. I don’t think the same folks who go to Aldi are going to go to Festival and, you know what? It’s competition and competition is a good thing for the consumer.”

The village board is happy with how this fits into the overall plan for Suamico going forward.

“I think that keeping that retail area healthy is very important. We don’t have a lot of space. We’re not like Howard,” Van Rossum said. “Howard has a lot of room for business and retail. We just don’t have as much. We’ve got Old Suamico, which has more of an historic flare to it, but Urban Edge is our shopping center.”

Van Rossum added that, with so much of the village being wetland and therefore impossible to develop, Suamico is limited when it comes to where clusters of retail can be placed.

Village administrators realize that, as Suamico grows in population, Urban Edge and the immediate surrounding area will be vital, and they are planning accordingly.

Traffic, for example, is one issue that has brought concern from village residents, but Van Rossum believes improvements to Lineville Road will allow the retail area to grow comfortably along with the village’s population.

“I think it’s all going to work itself out because of the redevelopment of Lineville, which is coming up in the next couple of years. It’s going to be four lanes,” he said. “That whole area though has just been, when you look at the other side of Lineville, over by the Piggly Wiggly, and the number of new businesses that have gone in over there, that whole area has just been growing.”

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