

Howard Village Board discusses alternative plan for failed referendum

BY JANELLE FISHER
CITY PAGES EDITOR

HOWARD – After a public safety referendum was knocked down by voters in last week's election, village staff and board members discussed an alternative plan at the April 10 meeting of the Howard Village Board.

If it had been approved, the referendum would have provided funding for seven additional full-time paramedic firefighters and allow the village to bring ambulance services in-house, replacing an expiring contract with County Rescue.

Since the referendum failed with 3,250 votes in opposition and only 2,917 votes in favor, an alternative plan has been proposed by village staff to still allow ambulance services to be provided by the village.

Four full-time firefighters/paramedics would be hired, adding to the three full-time firefighter/paramedics already employed by the village, to make up the rescue service.

Paid-on-premise firefighters/EMTs or paramedics would be utilized to supplement the operation as needed.

"We'll use a lot of ingenuity to staff, so we'll figure it out one way or another," Ed Janke, director of public safety, said. "[It's] certainly not an ideal situation, but hopefully with the shared revenue we'll be in a better spot.

The total annual cost for the additional personnel is expected to be \$490,000, which will be partially offset by anti-

pated ambulance revenues of \$250,000-\$300,000.

Under this alternative plan, supplies to outfit a new ambulance previously purchased by the village would be ordered totaling roughly \$150,000 and a new ambulance costing approximately \$275,000 would be purchased, although cost of the new ambulance was not planned to be covered by the referendum.

As to why the referendum was not passed by voters, Village Trustee Maria Lasecki acknowledged that finances are already stretched thin for many of the village's residents.

"Based on feedback that I received from constituents, everybody's feeling pinched from just cost of living increases," she said. "It was, in my opinion, a very well-shared, well-communicated, much-needed referendum, but people are strapped right now and I don't think we should give up on this. I think we need to continue the messaging... I'm truly a believer that timing is everything and right now was not the time. People are just maxed out."

Also proposed to have been covered by the referendum was the addition of a third shift for the village's second patrol car.

Village staff said they will work with the Sheriff's Department to explore other avenues for staffing those additional patrol hours in a less expensive way, but at this time it is most likely the added staffing will be delayed and proposed as a stand-alone item on next spring's ballot.



Helen Day's show featured "What's New To 'Day'" and she became a local celebrity marketing sewing machines, furniture and other products through contests and advertising. **WBAY photos**



As the country entered the "Golden Age" of television, what had been viewed as just a communication tool was realizing its full potential as an entertainment and mass education medium.

WBAY 70: A growing industry

BY KRIS LEONHARDT
EDITOR-IN-CHIEF

Part V in our series on WBAY's history

As the country entered the "Golden Age" of television, what had been viewed as just a communication tool was realizing its full potential as an entertainment and mass education medium.

Some also viewed television as a tool for reuniting the family, as they gathered around the TV set to watch their favorite shows.

"When we initially started, almost all of our programming was national, taking from primarily CBS, also the Dumont Network. Our number one show was I Love Lucy, which was number one in the nation," said WBAY historian, Ted Miller.

"Also, coming over from radio, we had Eddie Jason. "The only female execu-

tive we had in our ranks was Helen Day; she was the traffic manager. So, she would set the schedule, make sure the commercials were scheduled, make sure everything was running properly. Basically, she would work out what's running every minute.

"Then they found out she was a homemaker [and] gave her a cooking show. They gave her a homemaker show that debuted in 1955."

Helen Day's show featured "What's New To 'Day'" and she became a local celebrity marketing sewing machines, furniture and other products through contests and advertising.

"I think it became part of Eddie Jason's show. It became *A Day with Eddie Jason*, and this is before you had daytime talk shows like *The View* or *Regis and Kelly*. Before all of these morning talk shows, they were doing

it. They were cooking, showing off recipes, showing off local products. 'Check out this recliner; check out this vacuum cleaner; check out this oven from your local Electrolux dealer.' They were doing product demonstrations; they're bringing in guests and talking about the new exhibit at the Neville Museum," Miller explained.

The television station's reach led to increased opportunity for marketing events on a larger scale, giving it a visual appeal, as the station began to hit its stride.

"I think around 1958, we started doing the expos. As far as I can tell, the first one was a WBAY boat show. Around 1958 I don't know that for sure," Miller added.

"They're no longer WBAY; PMI took them over a few years ago. So, they're just the Green Bay Boat Show, the Green Bay Home & Garden

Show, that type of thing. But we ran them for 50-60 years, I think. We had the Home & Garden Show, RV & Camping Show.

"In 2006, we started the Pet Expo. In 2005, we started the Big Boys Toys Show; that last two years — monster trucks and barbecue grills and stuff like that.

"There was a WBAY Sports Show sometime in the 1960s; I don't have any records on that, only a sign that says, 'WBAY Sports Show at Brown County Veterans Memorial Arena; You could win this 1964 station wagon.' So, there were other shows."

According to a report from Washington and Lee University, television set ownership grew from 9% in 1950 to 87% in 1960.

Next week: *Expanding programming*

Into the Past brought to you by the Neville Museum



Professional golfer, Jack Nicklaus completed the foursome that included Vince Lombardi, Don Hutson and Oneida golf pro Bill Furnari. The golfers participated in the Heart Association benefit at Oneida Golf & Riding Club in July 1965. In April of that year, Nicklaus had won his second Masters tournament at Augusta. Photo courtesy of the Neville Public Museum of Brown County

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