



River Falls Reader

City of River Falls

January 2022



A perfectly wintry day in the city. Photo by Kathryn Paquet.

New year, new name

The City of River Falls e-newsletter has gotten a refresh! You'll still be receiving the same great information as before, but we've left the E-Source name in 2021. Welcome to the River Falls Reader: your source of news and updates about the City of River Falls.

The mayor's message: new beginnings



Mayor Dan Toland of the City of River Falls

Well, we survived another year. First, I would like to offer my sincere condolences to anyone who lost a loved one over the last year. While it had bright spots, 2021 also brought big challenges our way – some with lasting impacts.

As we navigate the beginning of 2022, I'm thinking about the idea of "new beginnings." When a new year rolls around, I think we often feel pressure to start anew. Sometimes, we ask a lot of ourselves as we attempt to drastically change our routines. That can feel daunting and hard, and often, it just ends up leading to frustration and inaction. What if, instead, we focused on the things we're already doing, finding ways to do them better?

Whether it's work, family, friends, faith, volunteering commitments, or just your daily routine, ask yourself: what are simple things I can do differently to create a new beginning? It could be as easy as driving to work on a different road – maybe you'll see a beautiful slice of your city that you've never known was there. With family, it could be as simple as stopping more often to truly listen when they're talking about something important to them. With friends, maybe it's checking in a little more often, even if just with a quick text message. Just a couple of extra minutes a day can make a big difference for the people you love and care about.

New beginnings could also mean a change of pace for yourself. It could be as simple as sharing a quiet moment at the stoplight in the morning to focus on your breath, or setting down your phone and stopping the constant scrolling to give your brain a break and embrace the quiet around you. No matter where you are or what you are doing, find a way to turn down the noise and embrace stillness.

The thought of big new beginnings can be overwhelming, so instead, focus on the little ones.

To all the Viking fans out there, way to waste another year once again supporting a mediocre team.

To all the Packer fans out there, see you at the Super Bowl. Go Pack Go!

I hope you all have a happy, healthy, and prosperous 2022.

Dan Toland
Mayor, City of River Falls

Tattersall finds green pastures in River Falls



Tattersall Distilling co-owner Jon Kreidler at the new River Falls facility. Photo by Kathryn Paquet.

On Wednesday, December 1, Tattersall Distilling opened the doors to its highly anticipated second location in River Falls.

Founded by childhood friends Dan Oskey and Jon Kreidler, Tattersall opened its original location in northeast Minneapolis in the summer of 2015. At its start, the distillery produced three liquors: vodka, gin, and aquavit. Now, nearly seven years later, Tattersall is one of the Midwest's premier distilleries, offering thirty spirits including whiskey, bourbon, brandy, and rum. Today, Tattersall products can be bought in 30 states across the U.S.

While Tattersall's Minneapolis distillery continues to thrive, Oskey and Kreidler knew some of their dreams were too big to fit under its roof. Now, they've built a destination distillery in River Falls' former Shopko building, a sprawling, 75,000-square-foot facility. The space boasts a full-service restaurant, an outdoor amphitheater, a large ballroom for events, a tasting bar, a market with Tattersall products for purchase, and a "laboratory" for classes and workshops.

So what brought Tattersall across state lines and into River Falls? "Proximity was a big deal," Jon Kreidler, Tattersall co-owner and chief officer, said. "We were looking at all of the adjacent states to Minnesota, and at a few states a little further away. Several cities had great options for us, but here in River Falls, the focus on sustainability and the availability of this building – the location right next to the freeway, the size – couldn't have been more perfect."



The barrel room at Tattersall River Falls. Photo by Kathryn Paquet.

Since Tattersall's beginnings, Oskey and Kreidler have sought out innovative methods of mitigating the environmental impact of spirits production. In Minneapolis, they worked with Hennepin County to implement a compost and recycling program inside the facility. However, while Oskey and Kreidler were able to make considerable strides in advancing sustainability, they faced some challenges that limited their reach.

"The issue was that we don't own our facility in Minneapolis," Kreidler said. "So to invest the dollars needed to do the things we really wanted to do to ramp up sustainability, it just didn't make sense. In River Falls, having ownership of the building, we can do so much more."

The distillery has gone full steam ahead in kickstarting green practices. It now boasts the largest solar array of any distillery in the U.S., which has the capacity to power the entire facility. "Working with the City to get going on the solar was seamless," Kreidler said. "They've done it so many times and it's such an embedded practice here in the community that they had all of the answers we needed already." In addition to its sizable solar array, Oskey and Kreidler are currently finishing installation on an extensive onsite water reclamation system. According to the Beverage Industry Environmental Roundtable, distilleries on average use approximately 37 liters of water to produce one liter of spirit – around ten times the amount of water used in beer and wine production. The reclamation system at Tattersall's River Falls facility will filter out the stillage in all of its processed water, which will be shipped out to area farms for use as cattle feed. The recycled water will then be used in new production batches.



The hydroponic system for growing herbs, salad greens, and more at Tattersall River Falls. Photo by Kathryn Paquet.

Further, Tattersall has collaborated with River Falls entrepreneur Mike Thompson, founder of Kairos Indoor Agriculture, to develop and install a hydroponic system for growing greens onsite. Using a hydroponic system will allow Tattersall to greatly reduce the water used in growing its produce and lessen the carbon emissions produced during the supply chain process.

"We will be harvesting our greens here on the property, and we hope that will take care of all of our needs for salads, garnishes, and pizza toppings," Kreidler said. "We already have the energy to power the system with our solar, so all we need for the growing system is water, which is pretty great."

Working closely with community partners is integral to the path forward that Kreidler and the team see for Tattersall. "Looking ahead, we're going to continue to build relationships throughout the community and figure out ways to grow both our business and other people's businesses," Kreidler said.

Tattersall is currently in talks with University of Wisconsin – River Falls and Chippewa Valley Technical College to explore partnership opportunities. According to Kreidler, possible collaborations could include the creation of culinary, hospitality, and business internships for local university students, a partnership with UWRF's pilot dairy plant to make unique cheeses for Tattersall's restaurant, and a project with the UWRF agriculture school to produce specific varieties of grains and fruit.

"Having one of the most successful distilleries in the Midwest open up shop adds another reason why River Falls is truly a regional destination," Keri Schreiner, City of River Falls Economic Development Manager, said. "Not only that, but Tattersall is committed to partnering with so many other fantastic

businesses and organizations in the city to make a collective impact – on sustainability and on the city’s vitality. We’re very excited to see what comes of the roots they’re putting down in our community.”

Head's up: your polling place may have changed!

PRIMARY ELECTION

★ ★ February 15, 2022 ★ ★



**YOUR POLLING PLACE MAY
HAVE CHANGED!**

As a result of the 2020 census and redistricting process, some Pierce County ward and aldermanic district boundaries in the City have changed. These changes will result in polling location changes for some residents.

Visit www.myvote.wi.gov to confirm your updated ward and polling location.

Focus River Falls: an introduction

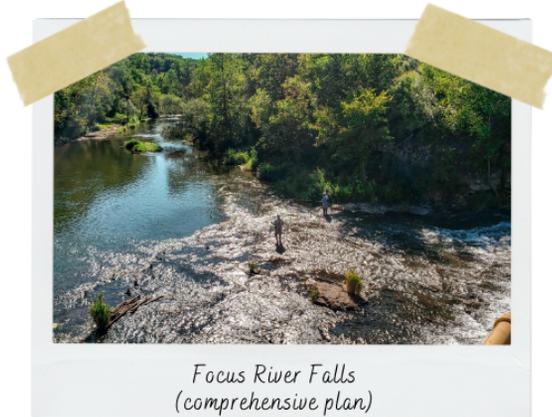


**3 big plans
for the City**

2022 is a big year for the City of River Falls. After receiving proposals from nine firms in 2021, the City is jumping into the creation of three long-range plans with the help of **SRF Consulting**. SRF will guide the City through the development of a comprehensive plan, bike and pedestrian plan, and outdoor recreation plan. With the expertise of the SRF team and city planning

staff, as well as the valued input of the community, the City will develop three complementary roadmaps to a vibrant, sustainable, and equitable future.

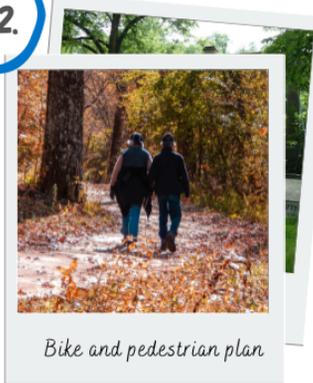
01.



*Focus River Falls
(comprehensive plan)*

The **comprehensive plan**, "Focus River Falls," will serve as a 20-year plan to guide City action in land development, housing, parks, and open spaces. It will assess needs for City services and provide recommendations on use of resources. Goals of the plan include providing sound strategies to build a resilient economy while protecting the environment and prioritizing equity through future development.

02.



Bike and pedestrian plan

The **bike and pedestrian plan** will serve as a framework to enhance the safety and appeal of walking and biking in River Falls. It will establish priorities for infrastructure projects and provide policy and program recommendations to encourage the use of walking and biking as widespread modes of transportation.

03.



Outdoor recreation plan

The **outdoor recreation plan** will present current data on the supply and demand for outdoor recreation in River Falls, which will be used to inform City decision-making on the acquisition of new parks and open space and improvements and maintenance to existing parks.

Have questions about the comprehensive planning process? Contact Community Development Director Amy Peterson at apeterson@RFCITY.ORG.

Focus River Falls: meet Steph Falkers



Q&A with Steph Falkers

Senior Associate Planner
SRF Consulting Group

Meet SRF's Consultant Lead for the City's comprehensive plan and companion plans! Steph Falkers began her career as a planner with the City of Fargo nearly 15 years ago. Since then, she's gained extensive experience working with communities large and small across Wisconsin, Minnesota, and North Dakota. As Consultant Lead, Steph will oversee all SRF efforts, ensuring a successful end result that captures a shared community vision.



What do you feel makes River Falls special?

Steph Falkers: The people! In the short time we've been working with River Falls, every person we have connected with is so passionate about their community and has big ideas about its future. From those that live in River Falls, to those that come into the city to work during the week or play on the weekends, everyone has something that pulls them here. And at the same time, everyone has hopes for how they want to see the City continue to evolve. This level of care and commitment from the people who consider River Falls home is really special.

What excites you about working on the City of River Falls comprehensive plan?

SF: I am greatly looking forward to working together with my colleagues, City staff, and the River Falls community to create a roadmap for the city's future that everyone can get excited about. The comprehensive plan and companion plans will set a vision for River Falls, with goals and recommended actions that will inform city decision making for years to come. Helping transform the needs of community members into concrete future action is the best part of my job!

Why is community involvement so important to the City's comprehensive planning process?

SF: The input we receive throughout this planning process will directly inform the recommendations embedded in this plan. We need to understand the community's current and future needs in order to create a plan that responds to those needs. We can't address an issue if we don't know it is there, so open communication and active engagement from the community is critical to ensure that we are setting the City up to be able to provide services and amenities that will provide a high quality of life for all.

What kinds of opportunities will there be for community members to get involved?

SF: Our first public engagement activities in January and February will help us identify the issues and opportunities that community members see in River Falls. This initial phase of engagement will include the launch of Engage River Falls, an online engagement platform that will go live on **January 27**, a public kickoff open house in February, and community pop-ups, where SRF and City staff will set up tables at public locations, like grocery stores or community events, to meet community members where they are. Additional engagement opportunities will follow throughout the rest of the planning process!

How can the community stay up-to-date on the comprehensive planning process?

SF: Make sure to keep an eye on Engage River Falls, our virtual community engagement platform that will go live on **January 27**. This site will be a one-stop shop for all things comprehensive plan, including news, updates, and opportunities to provide direct feedback on plan elements.



Joining forces for a safer city



The newly installed push-button flashing light technology at the 8th Street and East Division Street crosswalk, just steps from Greenwood Elementary.

In September 2021, the School District of River Falls approached the City to propose working together in pursuit of a common goal: improving pedestrian safety in the community.

Earlier that month, the District had received a donation of \$14,600 from the Dennis and Carol Ireland Family Community Fund to provide new push-button technology with specialized blinking lights at four non-stop controlled intersections near district schools. The Ireland grant came from the family's non-endowed funds set aside in the River Falls Community Foundation. The Community Foundation itself pitched in \$1,000, while the City of River Falls and the School District each contributed \$5,000.

"We've been looking at some of these intersections for some time," Mike Stifter, City of River Falls Public Works Director, said. "These locations have been identified by community members as posing particular safety concerns, and each had its own log of phone calls or emails. So this partnership with the School District was kind of a game changer opportunity that allowed us to take action without the obstacle of funds standing in the way of doing the right thing."

The School District purchased the materials and hired a contractor to install the electric for the flashing lights, while the City installed the poles and bases for the signs. The City will also handle all future maintenance responsibilities.

The new push-button crosswalks are located on the City's West Side, at Grove Street and West Division Street; at Greenwood Elementary School, on East Division Street and 8th Street; at Rocky Branch Elementary School, on West Johnson Street and Bartosh Lane; and at River Falls High School, on 6th Street and Cemetery Road. Additionally, the City chose to install the technology at a fifth location, which it is completing independently, at the intersection of Vine Street and South Main Street. All four school crosswalks are currently in operation, while the fifth location at Vine and South Main is in progress and slated to be finished this winter.

While all five intersections previously had painted crosswalks, and three also had pedestrian crossing flags, the City and School District found that those features were often ineffective in encouraging pedestrians to look both ways and calling driver attention to individuals crossing the street. Now, with the push-button technology, pedestrians will be actively involved in their safety before stepping foot in the street. Drivers, on the other hand, will be made

aware that a stop is approaching by the sensory experience of the flashing lights.

"These new signs have the potential of saving lives in our community," Jamie Benson, School District of River Falls Superintendent, said. "This new technology is an investment that will help keep children and pedestrians of all ages safe from avoidable traffic incidents. We are grateful to the generosity of the Ireland Family, the Community Foundation, and the City for helping make this possible."

Make sure to voice your suggestions for further improving pedestrian safety during the City's bike and pedestrian planning process! Stay up to date at engagerf.org, which will go live on January 27th, for details on engagement opportunities.

New additions to Public Works

Welcome to...

Amanda Furlong Maintenance - Parks

Comes from: Hudson, WI

Likes to: garden, golf, and explore with her husband and dogs

Catch her: landscaping, weeding, or cutting grass at a city park

“What I love most about working for the City of River Falls is that everyone has a sense of pride in this community.”



Nate Herum Maintenance - Streets

Comes from: River Falls, WI

Likes to: spend time outdoors with his family

Catch him: trimming trees and clearing snow around the city

“I am excited to be working for my hometown municipality keeping our City top notch.”



Joe Querna Fleet Mechanic

Comes from: River Falls, WI

Likes to: hunt and fish

Catch him: making repairs to City-owned vehicles and equipment

“I love being able to work for the community I live in. Seeing something you've repaired out working is a rewarding experience.”



News you can use



Fire hydrants made inaccessible by a heavy snowfall pose a serious safety hazard. Be a hydrant hero and lend a hand in shoveling around the hydrants in your neighborhood!

Winter weather

- When shoveling, please include sidewalks in the right-of-way as well as pedestrian curbs/ramps on corner lots.
- Be a "hydrant hero" and shovel around hydrants so Fire Department volunteers have easy access.
- During snowstorms, do not place garbage cans in the street or alley.

Odd-even parking

For every night between November 1 and March 31, alternate night, or odd-even parking, is in effect. Odd-even parking means vehicles should be parked on the odd side of a street designated by property addresses on odd days of the month, and on the even side of the street on even days of the month. Remember to park according to the date after midnight so your vehicle is on the right side of the street in the morning.

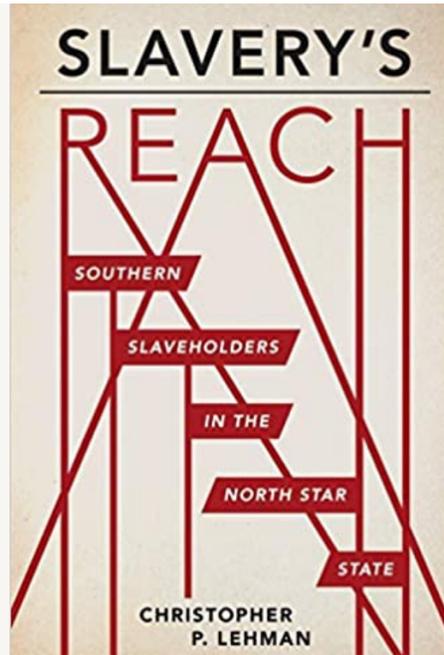
Energy assistance

For some customers, energy expenses can prove to be a difficult financial burden -- especially during the winter. Our local Energy Assistance Program is designed to help income-qualifying households cover their energy costs and reduce the financial hardships they face. If you believe you or someone you know may qualify, we encourage you to establish your income eligibility through the federally funded [Wisconsin Home Energy Assistance Program \(WHEAP\)](#).

Park news

Parks and Recreation registration for spring and summer sports, swim lessons, classes, and camps will open on **Monday, March 14, 2022 at 8 a.m.** at riverfalls.activityreg.com. Park shelter reservations for 2022 may be made [online](#), by phone at 715-425-0924, or via email to cdanke@rfcity.org or brundle@rfcity.org.

Library happenings



Join Dr. Christopher Lehman for a discussion of "Slavery's Reach" at the River Falls Public Library on Thursday, February 17 at 6:30pm.

Upcoming Programs

Dr. Mark Seeley - Sustainability Series: Climate Change and Sustainability, Pathways Ahead

Monday, January 31 at 6 p.m.

River Falls Public Library

With Dr. Mark Seeley, Extension climatologist/meteorologist at the University of Minnesota. Seeley will discuss what we can do now to make a difference in future climate change projections.

Author Kristan Higgins

Thursday, February 10 at 6:30 p.m. (VIRTUAL)

On the library [facebook page](#) or [Youtube channel](#)

Kristan Higgins will discuss her latest novel "Pack Up the Moon," a heartwrenching, beautiful, and often humorous journey of romance and terminal illness. The session will include a Q&A with library staff and audience members.

Author Dr. Christopher Lehman

Thursday, February 17 at 6:30 p.m.

Lower Level Community Room or on the library [facebook page](#) or [Youtube channel](#)

St. Cloud State University professor Dr. Christopher P. Lehman will discuss "Slavery's Reach: Southern Stakeholders in the North Star State." Through careful research in obscure records, censuses, newspapers, and archival collections, Lehman has brought to light a hidden history of northern complicity in building slaveholder wealth. Lehman will discuss the book and how this history pertains to current day social and political structures.

Sustainability Series: Environmental Social and Governance Investing

Thursday, February 24 at 6 p.m.

Lower Level Community Room or on the library [facebook page](#) or [Youtube channel](#)

With Heather Logelin of SCVF and the UW Divestment Coalition. Logelin will lead a discussion on how divestment from fossil fuels can lead to healthier and more just communities.

Workshop: Digital Literacy and Data Privacy

Thursday, March 3 at 1 p.m.

Lower Level Community Room

Gain the knowledge and skills you need to be safe and aware online. Hands-on, in-person workshop. Bring your device.

Mental Health Wellness Workshops

ABCs: Avoiding Burnout and Cultivating Self-Care (5 session series)

River Falls Public Library

Wednesdays, February 16, February 23, March 2, March 9, and March 16

6:30-7:30 p.m.

Explore tools for resilience, coping with stress, avoiding burnout and finding joy! Combines psychoeducation, discussion and self-care practices. We'll cultivate positive, constructive connections and maximize the synergy of these connections. Connecting with nature is a vital part of the self-care toolbox. Includes pre and post self-assessment.

Intro to Mindfulness (5 session series)

River Falls Public Library

Mondays, March 21, March 28, April 11, April 18, and April 25

6:30-7:30 p.m.

Mindfulness is a practice with ancient history and research proven benefits, such as reduction of stress, anxiety and depressive symptoms, and increased immune function and general health. The various types bring gentle awareness around daily patterns. Through self-discovery and curiosity, we will explore these tools and patterns. No experience necessary.

Intro to Mindfulness in Nature (4 session series)

River Falls Public Library

Mondays, May 2, May 9, May 16, May 23

6:30-7:30 p.m.

Sensory-focused mindfulness activities combine with nature and environmental awareness and action. Classes are infused with stories and writings from indigenous cultures and environmentalists, past and present. We will connect with the beauty, power and fragility of nature in community, and take action to create a healthier and happier world.

Register [online](#) for RFPL's mental health wellness workshops now!

Get outside!



WINTER
IN RIVER FALLS

Winter doesn't have to mean doom and gloom.
Get out there and embrace the fun of the season!

01



ICE SKATING AND HOCKEY

The **UWRF Falcon Center** offers open hockey and ice skating from February to mid-March. General public: **\$4** for open skate, **\$5** for open hockey, and **\$3** for skate rental.

For hours and more information, visit: <https://www.uwrf.edu/CampusRec/OpenRecreation>.

SNOWSHOEING

Take in the beauty of the outdoors after a snowfall and get some exercise while you're at it! Popular snowshoeing spots around and near River Falls include **Whitetail Ridge**, **Kinnickinnic State Park**, and **Willow River State Park**.

Snowshoeing is also permitted in all ungroomed areas of City parks. Hint: try DeSanctis Park or the trails behind Hoffman Park. Snowshoe rentals are available at the UWRF Falcon Center.

02



03



CROSS COUNTRY SKIING

Another great option for some fresh air and a great winter workout, cross country skiing is permitted at **Kinnickinnic State Park** and **Willow River State Park**. Cross country skis can be rented at the UWRF Falcon Center.

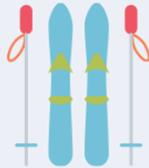
SLEDDING

Everyone loves a snow day in, but where's the adventure in that? Grab your sleds and hit the hills at **Hoffman Park**, **Larson Park**, and **Kinnickinnic State Park** to burn off the indoor stir-crazy.

04



05



EQUIPMENT RENTALS

Need the gear to embark on your new winter pastimes? The **Outdoor Adventures Rental Center at UWRF** (1110 S. Main Street, Room A103) offers rentals of cross country skis, snowshoes, and sleds.

For hours and rental pricing, visit <https://www.uwrf.edu/CampusRec/FalconOutdoorAdventures/RentalCenter.cfm>.

*State park entrance fees apply at both Kinnickinnic State Park and Willow River State Park.

Thanks for joining us!

We are pleased to bring you this issue of the River Falls Reader, your source of news and information about the City of River Falls. If you missed any previous installments, you can read them [here](#).

As always, your feedback about this publication and its contents is welcome. We'd also like to hear about anything else on your mind. Use this [online form](#) to share your thoughts and questions.

If this newsletter was shared with you and you'd like to be added to our email list, click [here](#). Of course, you are welcome to [opt-out](#) at any time; but we hope you won't!



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