

ENROLLED ORDINANCE 179-71

MODIFY THE DEPARTMENT OF HEALTH AND HUMAN SERVICES 2024 AND 2025  
BUDGETS TO ACCEPT THE WISCONSIN DEPARTMENT OF HEALTH SERVICES  
AGING AND DISABILITY RESOURCE CENTER MARKETING, REBRANDING, AND  
OUTREACH GRANT AND APPROPRIATE ADDITIONAL EXPENDITURES

WHEREAS, the Wisconsin Department of Health Services (DHS) has awarded the Waukesha County Department of Health and Human Services (WCDHHS) an Aging and Disability Resource Center (ADRC) Marketing, Rebranding, and Outreach grant of \$50,500 to be used between September 1, 2024 and February 28, 2025; and

WHEREAS, DHS has received dedicated funding from the federal American Rescue Plan Act (ARPA) to improve and modernize ADRC's throughout Wisconsin through the ADRC Marketing, Rebranding, and Outreach grant; and

WHEREAS, the goal of the DHS ADRC modernization project is to build awareness of the new, centralized, and accessible ADRC website featuring a statewide resource directory and other improvements through a statewide awareness-building campaign set to launch in January 2025; and

WHEREAS, in tandem with the statewide campaign, DHS has mandated local ADRC agencies to update and align their local materials with the statewide campaign and has provided the funding to do so; and

WHEREAS, WCDHHS ADRC will utilize the funding to incorporate an updated version of the statewide ADRC logo and tagline to interior and exterior signage, marketing materials, and printed materials such as agency resource guides and brochures; and

WHEREAS, available revenues were not anticipated nor included in the 2024 and 2025 budgets; and

WHEREAS, DHS notified the County of these new changes in November 2024, and the County began complying by using its base budget resources; and

WHEREAS, this grant will reimburse the County for approximately \$38,500 in 2024; and

WHEREAS, the remaining grant funds of \$12,000 would be used to finish this initiative in 2025.

THE COUNTY BOARD OF SUPERVISORS OF THE COUNTY OF WAUKESHA ORDAINS that the Waukesha County Department of Health and Human Services is authorized to accept the Wisconsin Department of Health Services ADRC Marketing, Rebranding, and Outreach grant of \$50,500.

BE IT FURTHER ORDAINED that the 2024 Waukesha County Department of Health and Human Services budget be modified to increase general government revenue by \$38,500, operating expenses by \$28,500, and interdepartmental expenses by \$10,000 to update and align local ADRC materials under the statewide ADRC modernization project.

BE IT FURTHER ORDAINED that the 2025 Waukesha County Department of Health and Human Services budget be modified to increase general government revenue by \$12,000 and operating expenses by \$12,000, to update and align local ADRC materials under the statewide ADRC modernization project.

MODIFY THE DEPARTMENT OF HEALTH AND HUMAN SERVICES 2024 AND 2025 BUDGETS TO ACCEPT  
THE WISCONSIN DEPARTMENT OF HEALTH SERVICES AGING AND DISABILITY RESOURCE CENTER  
MARKETING, REBRANDING, AND OUTREACH GRANT AND APPROPRIATE ADDITIONAL EXPENDITURES

Presented by:  
Health and Human Services Committee

  
Peter M. Wolff, Chair


  
Joel R. Gaughan

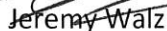
  
~~Jennifer Grant~~

**Absent**

Johnny Koremenos

  
John D. Leisemann

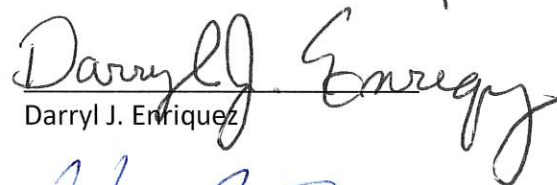
  
Thomas J. Schellinger

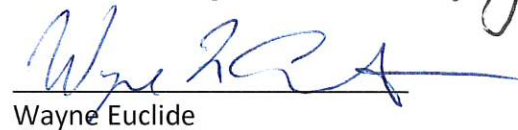
  
Jeremy Walz

Approved by:  
Finance Committee

  
Gary J. Szpara, Chair

  
Timothy Dondlinger

  
Darryl J. Enriquez

  
Wayne Euclide

  
Joel R. Gaughan

  
Darlene M. Johnson

  
Richard Morris

The foregoing legislation adopted by the County Board of Supervisors of Waukesha County, Wisconsin,  
was presented to the County Executive on:

Date: 1/31/25,   
Margaret Warman, County Clerk

The foregoing legislation adopted by the County Board of Supervisors of Waukesha County, Wisconsin,  
is hereby:

Approved: X

Vetoed: \_\_\_\_\_

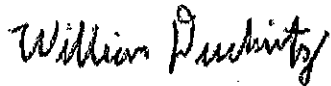
Date: 2/3/25,   
Paul Farrow, County Executive

FISCAL NOTE

MODIFY THE DEPARTMENT OF HEALTH AND HUMAN SERVICES 2024 AND 2025  
BUDGETS TO ACCEPT THE WISCONSIN DEPARTMENT OF HEALTH SERVICES  
AGING AND DISABILITY RESOURCE CENTER MARKETING, REBRANDING, AND  
OUTREACH GRANT AND APPROPRIATE ADDITIONAL EXPENDITURES

This ordinance authorizes the Department of Health and Human Services to accept \$50,500 of federal ARPA funds provided through the Wisconsin Department of Health Services as the ADRC Marketing, Rebranding, and Outreach grant. The state DHS has mandated that local ADRC agencies update their local materials to align with the state's. This grant will be used to fund that effort, including purchasing signage, marketing materials, and printed materials with the new ADRC logo and tagline.

The county's ADRC was notified in November 2024 of this new initiative and began these efforts in advance of the February 28, 2025 deadline using their existing base budget to cover the additional costs. This ordinance would appropriate \$28,500 of operating expenses and \$10,000 in interdepartmental postage costs for 2024 to offset these higher costs with grant reimbursements. The ordinance also appropriates \$12,000 of additional operating expenses in 2025 to account for the remaining grant-funded effort.



William Duckwitz

Budget Manager

1/7/2025

JE# 2024-00013205

JE# 2025-00000030