

1. Please provide some personal background information: Name, Occupation, Community activities.

Meredith Scheuermann; Vice President /Sales Manager at a local bank; I am passionate about volunteering, raising money for various causes, volunteering time through different school activities, etc. I am contemplating a Rotary or Mid-Morning Kiwanis membership as my role at the bank has changed and I am not traveling for work as much.

2. Please describe your background and qualifications for serving on the City Council, and explain the personal strengths and perspectives you would bring to the role?

a. I was a City Council member 20 years ago. I have done the job. I can jump in immediately and begin to make a difference.

b. I am a current Plan Commission member and serve on the Redevelopment Authority. This experience differentiates me from other candidates.

Personal Strengths and Perspectives: See below:

1. Strategic and Results Oriented Leadership

With my background as a Vice President at a local bank, I naturally think in terms of goals, outcomes, and accountability. On City Council, this translates into:

- Focusing on measurable community results, not just discussion
- Asking the right questions about ROI, efficiency, and long term impact
- Helping move conversations from ideas to decisions and execution

Why this matters: Many city councils struggle with momentum. My ability to drive clarity and follow through is a major asset.

2. Strong Communication and Relationship Building Skills

My career depends on listening, negotiating, and aligning diverse stakeholders—skills that are directly transferable to public service.

- I can bridge differences between residents, staff, and fellow council members.
- I am comfortable handling difficult conversations with professionalism.
- I know how to explain complex issues in plain, relatable language.

Why this matters: Trust in local government is built through communication, not policy alone.

3. Community Centered Perspective

Being rooted in Oshkosh, I bring practical, local insight into decisions:

- I understand how policies affect families, businesses, and neighborhoods.
- I prioritize quality of life, economic vitality, and fiscal responsibility.
- I will balance growth with preserving what residents value about the community.

Why this matters: City councils work best when decisions are grounded in lived community experience—not theory.

4. Financial and Business Acumen

My executive experience gives you a strong grasp of:

- Budget review and fiscal oversight
- Evaluating investments, contracts, and tradeoffs
- Asking disciplined questions about sustainability and risk

Why this matters: City councils are stewards of taxpayer dollars. My comfort with financial decision making strengthens public confidence.

5. Collaborative, Team Based Approach

Known by many as a strong collaborator who brings people together, being a City Council member will allow for:

- Respect for different viewpoints
- Willingness to compromise without losing core principles.
- Focus on collective success, not personal credit.

Why this matters: City Councils that work well together govern more effectively.

6. Ethical Judgment and Professionalism

Senior leadership roles like mine demand integrity, discretion, and consistency. These traits carry over into:

- Transparent decision making.
- Respect for process and governance norms
- Calm, professional behavior under public scrutiny.

Why this matters: Local officials are highly visible. My professionalism will set a strong tone for the entire council.

3. What are your top priorities for the City of Oshkosh, and how do you plan to achieve these goals as a member of the City Council?

1. Support Sustainable Economic Development

Economic development is central to Oshkosh's vision of a thriving and sustainable community. A strong local economy supports city services, stabilizes property taxes, and creates opportunities for residents and businesses alike.

How I will help achieve this goal:

- Promote smart, targeted economic development that strengthens Oshkosh's tax base.
- Evaluate incentives carefully to ensure they deliver real, measurable community benefit.
- Encourage redevelopment and reinvestment in underutilized areas while respecting neighborhoods.

My career in sales leadership gives me firsthand experience with growth strategy, investment decisions, and relationship building—all critical to attracting and retaining businesses.

2. Thoughtful fiscal responsibility

Thoughtful fiscal responsibility is a top priority for Oshkosh because it protects taxpayers, supports long term infrastructure and economic growth, and ensures the City can meet today's needs without compromising its future.

The city is a steward of public trust and taxpayer dollars so:

- Every budget decision affects property taxes, service levels, and household costs.
- Residents expect city government to spend wisely, not impulsively.
- Fiscal discipline builds public confidence and trust.

I support:

- Careful review of budgets, debt, and long term obligations
- Transparent evaluation of major projects and incentives
- Alignment between community goals and available resources

3. Expanding Housing Options & Affordability

Prioritization of Housing growth and affordability is among the most urgent challenges facing Oshkosh today. The City's Strategic Plan explicitly emphasizes strengthening neighborhoods and supporting housing development, and recent housing affordability reports show increasing cost burdens for residents and workforce families.

How I will help achieve this goal:

- Support diverse housing types (starter homes, workforce housing, senior housing, and rentals) to meet the needs of residents at all life stages.
- Use data driven decision making when reviewing zoning, land use, and development proposals to reduce unnecessary costs and delays.
- Encourage public private partnerships that increase housing supply while protecting affordability.
- Ask tough financial questions to ensure incentives and tools like TIF are used responsibly and deliver real value to residents.

What I bring:

My executive and business background allows me to evaluate housing proposals with a practical lens—balancing growth, affordability, and long term fiscal impact.

4. Which areas of Oshkosh do you believe should be prioritized for economic growth, and what two or three key economic development initiatives would you champion on the City Council to support that growth?

3 key economic development initiatives that support growth that I will support are:

- Prioritization of housing. Every study identifies Oshkosh needs more housing, however, this housing has to be smart growth. We have to encourage housing that has mixed use on the first floor so we can get full tax value regardless of occupancy rates. In addition, we need to think about how to do occupy our in-fill lots? With a 3 level townhouse i.e. go up not out? Can we build another tiny village without restrictions, and more. Creative thinking, working together with the county, various groups like Habitat and others will help with the prioritization of housing.
- Redevelopment of City Center-I am not 100% sure what that looks like as all conversations have been in closed session, however, look what happened with Marion Road. The city stepped in, purchased and rehabbed the land, then sold it back to developers and we now have thousands of new housing units. But I do believe the redevelopment of City Center is a large economic development initiative that is top of mind for many for Oshkosh.
- Connectivity-Connecting downtown to the City Center, to the Sawdust Area and even across to Oregon is important for economic growth. For instance, while the bridge is out, we could work on friendlier bike lanes, walking paths, signage, overhead lighting from Opera Square to Main, etc.

Think how do we “connect North Main to South Main, colored sidewalks, could South Main to 6th be a walking mall that is closed off, etc. These are just ideas but could be tackled as a growth initiative while the bridge is out.

5. It has been reported that the City of Oshkosh is considering purchasing City Center. What role do you believe the City of Oshkosh should play in the redevelopment of City Center, and how should the city approach the potential relocation of City Hall as part of its long term capital improvement planning?

Given that much of the discussion has been in closed session, I have no idea the options that are on the table. In general:

- The role of the city becomes enabling redevelopment because the scale of the project is too large for a single developer. This means, the city may:
 - Control the land to reduce uncertainty for private partners.
 - Phase redevelopment so existing tenants can remain while improvements are made.
 - The city plays a part in securing private partnerships, so the investment has measurable public interest and not just a “dying old mall” like many call it today.

6. Municipalities across Wisconsin are increasingly exploring Fee for Service models as a way to fund programs that have traditionally been supported through the annual property tax levy. Do you support a funding approach like this? If so, what current city services would be appropriately funded as a Fee for Service? If a new Fee for Service is imposed, should property taxpayers receive an equal, proportionate tax levy credit?

In general, I am not a fan of more fees. We should focus on staffing levels, maximize efficiencies, etc. Core services should be covered with property taxes.

However, it is important to point out is the statutes say that if we implement a fee, it cannot make more money than if we used general levy to fund it so IF we chose to implement a fee, it would go directly to offset the cost of those services. But again, my preference is to live within our means vs. adding more fees.

7. The City created its stormwater utility in 2003 to manage runoff and comply with environmental regulations. Residential properties are charged for one Equivalent Runoff Unit (ERU), while non residential parcels pay based on the amount of impervious surface they contain. The fee has increased from \$19.10 per ERU in 2003 to \$243.84 in 2025, with a projected 1.1% increase in 2026. Do you find this rate of increase acceptable? Do you believe that similar increases over the next 20 years would be acceptable? Please share any ideas you have for controlling the long term growth of stormwater utility fees.

No, I do not think the increase is acceptable however, the residents have been very vocal that flooded streets and basements are not acceptable either. It is important to remember that the stormwater fee funds one thing: stormwater infrastructure. It cannot be used for general operations or other city expenses. Every dollar goes toward projects that reduce flooding, prevent basement backups, and improve drainage across the city.

Given, Oshkosh sits at the bottom of a watershed and in a very low-lying area this has been a hot topic for years. In fact, I think everyone forgets we used to be a marsh. When it rains hard, all that water has to go somewhere.

The way we accomplish acceptable storm water drainage is by building and upgrading stormwater systems, detention basins, oversized pipes, pump stations, and drainage improvements. Those projects are not inexpensive, but the alternative is accepting more frequent street flooding and water in basements.

8. Commercial properties in Oshkosh saw an average 22% increase in assessed values in 2025 following the latest reassessment process last year. This resulted in higher tax bills for many. In your opinion, is this acceptable and what would be the best avenue for you as a city council member to communicate important issues such as this to taxpayers?

Yes, commercial properties went up but residential bills went down. However, commercial properties went down the year prior and residential went up (2024).

I believe the background is that the state said our commercial valuations were wrong and we had to reevaluate again the following year. We did end up using our third-party commercial assessor over this situation. My understanding is we just got commercial valuations back to where the commercial valuation should have been.

Taxation is tricky and this is a perfect example of how the city spending less money does not always translate to lower taxes for everyone. The city physically spent less money in 2024 and held the budget steady in 2025. The year we reduced our budget we saw increases for residential and decreased for commercial and the year we kept it stable we saw wide decreases for residential and increased for commercial. Both for different reasons. Like I said, taxation and valuations are tricky.

9. With a low unemployment rate and strong local economy, many employers report difficulty attracting and retaining talent. What role should the city play in attracting new residents and ensuring that Oshkosh remains an appealing place to live and work?

The role of the city to retain and attract talent lies in ensuring that employers and employees know that they do not have to leave Oshkosh to advance. Employees and employers can have progression without relocation. Get employees involved in Oshkosh early and often and encourage them to recognize all that Oshkosh has to offer. The city has to acknowledge that everything we do from how we pick up garbage, to how we redevelopment affects both employers and employees. It is a shared responsibility.

10. A housing study completed for the City of Oshkosh in March 2022 projected that the city will grow by more than 3,200 residents by 2030, requiring the construction of nearly 1,700 new housing units. While Oshkosh has made meaningful progress, a significant gap remains. What do you see as the primary barriers to expanding the housing stock in Oshkosh? What steps would you take to support the development of additional workforce housing in the community?"

Prioritization of housing growth and affordability is among the most urgent challenges facing Oshkosh today. The City's Strategic Plan explicitly emphasizes strengthening neighborhoods and supporting housing development, and recent housing affordability reports show increasing cost burdens for residents and workforce families.

How I will help achieve this goal

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11. If elected to the City Council, how would you support Oshkosh’s business community and help create an environment where local employers can thrive?

The biggest attribute is my investment in the business community through my role at a local bank. I have great stake in the success of Oshkosh, including the business community. I am well connected to many local leaders and will continue to grow this base through serving on City Council.

12. What specific issue or challenge would you most like to address as a City Council member, and why is this issue particularly important to you?

The large topics were covered within your questionnaire however, one not addressed is my personal passion of open and transparent communication. It’s simple, you reach out to me with a question, I respond back. I hear, far too often, “that I called City Hall or a Council Member and I did not hear back.”

Further, I think Oshkosh has a perception problem that much can be mitigated through more transparent communication For instance, when we approve things, we should say things like “the continuation of the train was garnered through strong public-private partnerships and will cost the city very little in on-going maintenance” But we need to say it in the newsletter, the paper, while approving the train, etc. There is a ton of chatter going on around unfounded or inaccurate information and it is every council members role to be honest, transparent and support strong communication.