

GREEN BAY, WISCONSIN COUNCIL CANDIDATE WILLIAM “BILL” MORGAN

William “Bill” Morgan, endorsed by the Brown County Republican Party, is a candidate for Green Bay City Council in 2026. Morgan, who represents District 3, was first elected in 2022 and reelected in 2024. Morgan won his election in 2022 by only 23 votes, defeating incumbent Lynn Gerlach who had unseated an 18-year incumbent two years prior. He emphasized the importance of “voter integrity” during his race. Morgan ran unopposed in 2024. An unsuccessful candidate for Brown County Sheriff in 2010, Morgan served in the Brown County Sheriff’s department for more than 40 years as a “full time patrol deputy and sergeant.” After his tenure in the Sheriff’s Department, Morgan worked as an assistant funeral director. Morgan has also served as non-voting member of the Green Bay Water Commission. The 75-year-old Morgan is married with four children and multiple grandchildren.

Key findings:

Morgan denounced an unauthorized mailer that helped him win his seat in 2022. Bill Morgan won his seat in 2022 by only 23 votes, ousting a one-term incumbent. That incumbent, Lynn Gerlach, had defeated an 18-year incumbent in 2020. In 2022, an Illinois based PAC called Restoration PAC spent \$2,500 on a mailer for Morgan as part of a \$23,000 expense to support other citywide candidates. This outside spending was criticized locally and Morgan denied any knowledge of the PAC and claimed he did not authorize the mailer. The mailer did not contain any incendiary rhetoric and stated that Morgan was running to “lower crime, get drugs off our streets, and fix our roads.” The mailer pushed a “New Direction for Green Bay.” In a Facebook post on the mailer Morgan said, “I don’t know who is doing this for my District 3 race. I never Authorized or paid for it, and I’ve never had contact with anyone from their organization.”

Morgan ran on “voter integrity” as a top priority. In 2022, Morgan said “voter integrity and knowing their vote counts” was a top priority for residents of Green Bay. A campaign letter posted to his Facebook page read, “Next, I’m concerned about voter integrity. I want every legal voter to have their Constitutional Right to vote! But we shouldn’t have our city scrutinized nationally for letting an individual buy his way into our elections.” A mailer produced by Morgan said he would “fight to ensure voter integrity so that every legal vote counts.” In a campaign letter Morgan wrote, “I also am upset hearing that Green Bay has made National News for Voter Integrity Issues and would vote No to outside funding of our elections and try to fix this problem.”

BACKGROUND

PROFESSIONAL CAREER

Post-Gazette: “Morgan won the department's Medal of Valor for assisting in saving the life of a suicidal woman on the Leo Frigo Memorial Bridge in 2004.” “Morgan won the department's Medal of Valor for assisting in saving the life of a suicidal woman on the Leo Frigo Memorial Bridge in 2004. He also has received the Veterans of Foreign Wars Outstanding Policeman Award and The Optimist Club of Green Bay's Distinguished Officer Award for off-duty captures of a convenience store robber and a jail escapee.” [Green Bay Press-Gazette, 6/4/10]

Morgan served Brown County Sheriff's Department. “Morgan has been with the Brown County Sheriff's Department for 37 years and has been in a supervisory role for the past 20 years. He said his strength is his communication with the public. He said the county needs to listen to the officers who are patrolling the streets and said, if elected, he would be more visible to the public.” [Green Bay Press-Gazette, 9/6/10]

- **Morgan was “first-line supervisor” for two decades.** “Morgan has been a first-line supervisor for the past 20 years, working as a sergeant in the Patrol Division.” [Green Bay Press-Gazette, 6/4/10]
- **Morgan was “full time patrol deputy and sergeant.”** “I was a Deputy Sheriff for Brown County for 41 years, 39 as a full time patrol deputy and sergeant.” [Facebook, William “Bill” Morgan for Green Bay City Council - District 3, [3/29/22](#)]

Morgan worked as entertainer, police, coach, and funeral director. In a Green Bay Press-Gazette questionnaire Morgan said, “My first employment was in the entertainment industry for seven years. I even was a member of Local 205 of the American Federation of Musicians. Then, 41 years of law enforcement, 31 years of coaching and now 10 years in the funeral industry. I have worked with every person that this question describes. I have never let my feelings determine how I handled anyone. I believe I have always treated everyone equally and preserved their rights given to them by the Constitution.” [Green Bay Press-Gazette, 3/8/22]

Morgan was assistant funeral director At Proko Wall Funeral Home. “Bill Morgan is a man of many hats. He joined the Staff at Proko Wall in 2012 after four decades of patrolling the highways and by-ways of Brown County as a Deputy Sheriff. He was acknowledged for his heroism in the book “Why I Jumped.” For countless boys of summer, Bill is a Varsity Baseball Coach for Preble High School and The Green Bay Shockers American Legion Baseball Team. For those who “BELIEVE” in the magic of the season, you can find his Alter Ego, G.B. Santa, on Facebook. As a musician, he rocked many a concert halls and saloons throughout the U.S.A. playing Bass Guitar. As a family man he is husband to Roxann, father to Margaret, Marissa, MacKenzie and Matthew, and a grandfather.” [Proko Wall Funeral Home, accessed [10/23/25](#)]

Morgan was non-voting member of the Green Bay Water Commission. [Green bay Water Commission, accessed [10/23/25](#)]

Address: 2405 Grouse Court

Education: Denmark High School, attended Fox Valley Technical College, Lakeshore Technical College and Northeast Wisconsin Technical College

Awards:

1977 recipient of "Brown County Outstanding Policeman Award" from the Veterans of Foreign Wars.

1978 recipient of the "Distinguished Officer Award" from The Optimist Club of Green Bay.

2004 recipient of the "Medal of Valor," the Sheriff's Department's highest award.

2004 recipient of the "Book of Golden deeds award" from the Green Bay Area Exchange Club.

2005 recipient of the "Community Service Award" from the Wisconsin National Alliance on Mental Illness.

[Green Bay Press-Gazette, 3/8/22]

Morgan Ran Unsuccessfully for Brown County Sheriff in 2010

2010: Morgan was candidate for Brown County Sheriff. “Two more candidates are vying to be the next Brown County Sheriff. Ed Janz, former police chief in Seymour and a longtime De Pere officer, and Bill Morgan, a 37-year veteran of the Brown County Sheriff’s Department, are the fourth and fifth candidates in the race to replace Sheriff Dennis Kocken this November.” [Green Bay Press-Gazette, 6/4/10]

- **Morgan ran as Republican.** “Janz, Morgan, Gossage and Vanden Heuvel will run as Republicans, while VanVonderen is running as an independent. Kocken has said he would not run for re-election.” [Green Bay Press-Gazette, 6/4/10]

2010: Morgan lost Republican primary for Brown County Sheriff. “Chief Deputy John Gossage said his supervisory experience was recognized by Brown County voters who made him the Republican Party’s candidate for sheriff in Tuesday’s primary election. Gossage defeated three candidates for the nomination - Bill Morgan, Kevin Vanden Heuvel and Ed Janz. County Clerk Darlene Marcelle said the unofficial voter turnout in Brown County was 27 percent, similar to the turnout in 2006 for the last off-year primary.” [Green Bay Press-Gazette, 9/15/10]

2010: Morgan said one of his top priorities would be to make better use of the talents of the current officers. “Janz said communication in the sheriff’s department is stifled and vowed to correct it. Vanden Heuvel said better communication with the public would be the first thing he would change. And Morgan said one of his top priorities would be to make better use of the talents of the current officers.” [Green Bay Press-Gazette, 9/13/10]

Morgan wanted to “redefine the roles of personnel to maximize police coverage and get more officers on the streets” as candidate for sheriff. “Morgan said as sheriff he would redefine the roles of personnel to maximize police coverage and get more officers on the streets without burdening Brown County taxpayers.” [Green Bay Press-Gazette, 6/4/10]

Morgan said if elected he would be “more visible to the public” if elected sheriff in 2010. “Morgan has been with the Brown County Sheriff’s Department for 37 years and has been in a supervisory role for the past 20 years. He said his strength is his communication with the public. He said the county needs to listen to the officers who are patrolling the streets and said, if elected, he would be more visible to the public.” [Green Bay Press-Gazette, 8/10/10]

2022 Campaign for Green Bay City Council

2022: Out-of-state conservative group supported Morgan for city council with mailed brochures. “A conservative group based in Downers Grove, Illinois, called Restoration PAC spent over \$23,500 on mailed

brochures for six city council candidates, plus another \$54,769 for a TV buy ad against Mayor Eric Genrich's administration.” [Green Bay Press-Gazette, 4/4/22]

- **Morgan said he did not authorize spending by outside group.** “William ‘Bill’ Morgan,’ a candidate for District 3, made a point to state on his campaign Facebook page that he did not authorize the roughly \$2,500 spent on brochures by Restoration PAC.” [Green Bay Press-Gazette, 4/4/22]

Morgan won seat in 2022 by only 23 votes. “Gerlach served one term after running a successful campaign against 18-year incumbent Andy Nicholson. She lost a second term to William “Bill” Morgan by 23 votes, according to unofficial results from Tuesday's spring election.” [Green Bay Press-Gazette, 4/7/22]

Morgan said Green Bay was “on the wrong track” due to “higher property taxes, hyper partisanship and just plain bad government.” “Finally, I am running because Green Bay is on the wrong track. Higher property taxes, hyper partisanship and just plain bad government.” [Bill Morgan Campaign Letter, [1/28/22](#)]

- **Morgan: “It’s not everyone, but a lot of these people are either involved in illegal drug transactions or it’s people that are down and out that they’re hooked on something.”** “Morgan, a 50-year resident who built a home 38 years ago in District 3, blamed the use of illegal drugs for most of the troubles happening around — shootings, robberies, batteries, the effect of it on people in the long run and also advocated for election law changes, in an interview with Green Bay Reporter. ‘It’s not everyone, but a lot of these people are either involved in illegal drug transactions or it’s people that are down and out that they’re hooked on something,’ Morgan said. ‘And I believe that’s the start of it. So I think that stronger united drug presence here, that we in Brown County and make sure the unit is really doing a good job. But maybe we need some more manpower in there.’” [Green Bay Reporter, [3/28/22](#)]

Morgan: “My vote if elected will be for Public Safety first.” “I am troubled by hearing local news reports leading off with another story of a shooting or other violent crime going on in Green Bay. My vote if elected will be for Public Safety first. We need to strengthen our Drug and Anti-Crime Units. We need to be Proactive not Reactive! I will vote to bring Police and Fire Staffs to the number that can combat these issues. For the past couple of years Green Bay’s Police Department has been down 10 to 12 Officers. I will vote to find ways to recruit people to fill these positions. On the Fire Department, an apparatus may not be replaced, fixed or staffed that could have helped save a life. This is unacceptable!” [Facebook, William “Bill” Morgan for Green Bay City Council - District 3, [3/29/22](#)]

Morgan: “We can’t be using our Tax Dollars for someone’s personal Pet Projects as our taxes continue to rise.” “I also will vote to make sure that Federal Infrastructure Funding and our Own Wheel Tax is going to fixing our roads and look for answers to flooding like we see in our District in the 1900 block of Main Street every heavy rainfall. I would have voted No to authorizing the \$60,000.00 purchase of rain barrels to put at houses to stop flooding and I most certainly would have voted No to \$100,000.00 for rebranding our city. We can’t be using our Tax Dollars for someone’s personal Pet Projects as our taxes continue to rise.” [Facebook, William “Bill” Morgan for Green Bay City Council - District 3, [3/29/22](#)]

Outside support

Morgan said, “Outside Special Interests Groups have been using mailers and digital advertising to try to get their choices for our council, help in the election.” “This year Outside Special Interests Groups have been using mailers and digital advertising to try to get their choices for our council, help in the election. Either by showing negative or positive messages. I don’t think any of the candidates have any knowledge of who is doing this or why. I don’t know who is doing this for my District 3 race. I never Authorized or paid for it, and I’ve never had contact with anyone from their organization.” [Facebook, William “Bill” Morgan for Green Bay City Council - District 3, [3/29/22](#)]

Morgan said he had no control over special interests backing him. “I am hoping that this does not sway your vote because of something I have no control over. I am hoping that you consider voting for me because you heard that I have been involved in Community Service in the Green Bay area for the 50 years that I have lived here and want to return Green Bay to the way we remembered.” [Facebook, William “Bill” Morgan for Green Bay City Council - District 3, [3/29/22](#)]

2024

Morgan ran unopposed in 2024. “William Morgan (i) ran unopposed and won another two-year term with 745 votes.” [Green Bay Press-Gazette, [4/2/24](#)]

Morgan endorsed André Jacque, Republican candidate for Wisconsin's 8th Congressional District.

“André Jacque, Republican candidate for Wisconsin's 8th Congressional District, announced today that he has received the endorsement of conservative Green Bay City Council Members Bill Morgan (District 3) and Chris Wery (District 8). “I have known André for decades and followed his service to the citizens of Wisconsin.” [Wisconsin Politics, [5/30/24](#)]

Morgan endorsed by Republicans in 2024 race. “After Tuesday's election, it appears Green Bay's city council will have more of a liberal lean compared to the past two years. Battle lines were drawn in the leadup to the election when almost every candidate was endorsed by either the local Republican or Democratic parties. Four were endorsed by local Republicans: Jen Grant, Bill Morgan (ran unopposed by received Republican support in 2022), Melinda Eck, and Chris Wery.” [Fox 11, [4/4/24](#)]

Morgan: “The one thing we all know is we need more housing. We need affordable housing.” “Green Bay Common Council Alder Bill Morgan represents District 3 where the project is located. ‘This is something that’s going to be so important to all the citizens of Green Bay. It’s going to be kind of like a jump start,’ he said. ‘The one thing we all know is we need more housing. We need affordable housing.’” [Spectrum News 1, [8/27/24](#)]

PHILOSOPHY

Morgan: “Through all these years I listened to citizens' praises and complaints on how they were treated during their experiences.” In a Green Bay Press-Gazette questionnaire Morgan said, “I was a Brown County deputy sheriff for 41 years, 39 years full-time in the Patrol Division. I taught catechism classes at St. Bernard Parish for several years. I've coached youth baseball for 31 years, starting my 13th this year with Preble High School and American Legion Varsity baseball teams. And for the past 10 years, I have worked as a funeral director's assistant. Through all these years I listened to citizens' praises and complaints on how they were treated during their experiences.” [Green Bay Press-Gazette, [3/8/22](#)]

Morgan: “I want to help make the decisions that can lead to District 3 and all of Green Bay - the city we grew up loving - safe again. And to show our citizens the respect they deserve.” In a Green Bay Press-Gazette questionnaire Morgan said, “I have worked with people in every kind of situation, sometimes in life-or-death situations. I want to help make the decisions that can lead to District 3 and all of Green Bay - the city we grew up loving - safe again. And to show our citizens the respect they deserve.” [Green Bay Press-Gazette, [3/8/22](#)]

Morgan said residents saw a “Lack of respect and openness given to them by City Hall.” In a Green Bay Press-Gazette questionnaire Morgan said, “Shootings, crime and drugs. Voter integrity and knowing their vote counts. Lack of respect and openness given to them by City Hall. Road deterioration. Flooding, especially the area of the 1900 block of Main Street in District 3. As an alderman I would vote to find solutions for these and

any other problems that affect our citizens and anyone else who visit our city.” [Green Bay Press-Gazette, 3/8/22]

Morgan: “I will look at both sides and make my decisions based on the legality and then what is best for our citizens.” In a Green Bay Press-Gazette questionnaire Morgan said, “As I did in 39 years as a law enforcement officer, I will look at both sides and make my decisions based on the legality and then what is best for our citizens.” [Green Bay Press-Gazette, 3/8/22]

Morgan said his position was “not supposed to be swayed by any political parties.” “This is a Nonpartisan position. An Alderman votes on items that are supposed to be of the best interest of the citizens of Green Bay. They are not supposed to be swayed by any political parties.” [Facebook, William “Bill” Morgan for Green Bay City Council - District 3, [3/29/22](#)]

Immigration

Morgan was “shocked” by “number of laws being broken by illegal immigrants.” “Morgan said he is shocked by the number of laws being broken by illegal immigrants and the number of gang problems. He also said better communication with immigration officials is needed in the county. ‘My main concern is always going to be communication, between the agencies themselves and the citizens,’ he said. ‘I talk to village leaders and they’re not happy.’” [Green Bay Press-Gazette, 9/6/10]

Crime

2022: Morgan campaigned on “lowering crime, getting drugs off the street and fixing roads.” “This is Morgan's debut run as a Green Bay council member. The retired patrol sergeant is largely campaigning on lowering crime, getting drugs off the street and fixing roads.” [Green Bay Press-Gazette, 3/8/22]

Morgan: “In the past few years, friends and neighbors have been victims of crimes that were not as prevalent in Green Bay in the past.” In a Green Bay Press-Gazette questionnaire Morgan said, “I have lived in Green Bay for 50 years, and, for the past 38 years, in the house we built in District 3. In the past few years, friends and neighbors have been victims of crimes that were not as prevalent in Green Bay in the past. Lately, too many local news casts start with a report of another shooting in Green Bay. The Green Bay Police Department is not fully staffed. This is an issue nationwide. I would love to see recruitment emphasized.” [Green Bay Press-Gazette, [3/8/22](#)]

Morgan said Green Bay was a “hot bed for shootings.” In a Green Bay Press-Gazette questionnaire Morgan said, “Besides becoming a hot bed for shootings, we are seeing more victims of drug-related incidents, fentanyl use one of the worst among them. We need to get behind Green Bay Police Chief Chris Davis and make sure our department is one of the best trained and equipped around - and fully staffed - to do their job.” [Green Bay Press-Gazette, 3/8/22]

Morgan supported license plate cameras. “City Council member Bill Morgan didn’t need much time to support the idea of officers having another tool. ‘Almost all of what I’ve heard are success stories,’ he said. ‘We’re short manpower as it is, so I’m 100 percent for’ using cameras. Green Bay wouldn’t be the first northeastern Wisconsin department to use the cameras. The region’s next largest city police agency, in Appleton, began using license-plate-reading cameras in 2020, said Lt. Meghan Cash, that department’s public information officer.” [Green Bay Press-Gazette, 8/16/22]

Morgan said friend was afraid to put gas in car fearing car jackings. “My focus will be public safety. We must help our Officers in their fight to curtail crime and illegal weapons use that has become out of control in Green Bay. There are several open positions on our Police and Fire Departments. We need to work harder to fill

the staffing levels needed to keep our citizens safe. *I recently heard a friend say that his wife no longer wants to gas up their car because she is afraid of being car jacked or robbed. This isn't the Green Bay we have loved for years!* **Italics were in original post.** [Bill Morgan Campaign Letter, [1/28/22](#)]

Election and Voter Issues

Morgan said “voter integrity and knowing their vote counts” was a top issue for residents in 2022. In a Green Bay Press-Gazette questionnaire Morgan said “Voter integrity and knowing their vote counts” was among residents most important issues in 2022 campaign. [Green Bay Press-Gazette, 3/8/22]

Morgan: “we shouldn’t have our city scrutinized nationally for letting an individual buy his way into our elections.” “Next, I’m concerned about voter integrity. I want every legal voter to have their Constitutional Right to vote! But we shouldn’t have our city scrutinized nationally for letting an individual buy his way into our elections.” [Bill Morgan Campaign Letter, [1/28/22](#)]

Morgan: “We need to have the people of Green Bay in charge of our elections, do their job with no outside special influences.” “We need to have the people of Green Bay in charge of our elections, do their job with no outside special influences.” [Bill Morgan Campaign Letter, [1/28/22](#)]

Morgan said he would vote against “outside funding of our elections.” “I also am upset hearing that Green Bay has made National News for Voter Integrity Issues and would vote No to outside funding of our elections and try to fix this problem.” [Facebook, William “Bill” Morgan for Green Bay City Council - District 3, [3/29/22](#)]

Morgan Mailer said he would “fight to ensure voter integrity so that every legal vote counts.” [Facebook, William “Bill” Morgan for Green Bay City Council - District 3, [3/24/22](#)]

PERSONAL LIFE

Morgan was married with 4 children, multiple grandchildren. [Campaign Letter, accessed via Facebook, [1/28/22](#)]

Morgan taught CCD, coached baseball at Preble High School and American Legion Varsity Baseball. [Campaign Letter, accessed via Facebook, [1/28/22](#)]

VULNERABILITIES AND ADVERSE FINDINGS OF NOTE

FINANCIAL AND TAX

Morgan listed as debtor in Small Claims Judgment Release. According to a LexisNexis SmartLinx Person Report for William D Morgan, Morgan was listed as the debtor for a \$1,348.00 lien filed by Bellin Health Systems Inc on March 8, 2017. The Lien was released on April 14, 2017.

Searches were performed in the Wisconsin Circuit Court Access and LexisNexis SmartLinx Person Report for financial and tax filings for “William David Morgan” of Brown County, Wisconsin. There were other no adverse findings of note.

LEGAL

2023: Morgan Cited for Operating motor vehicle w/o proof of insurance. [Kewaunee County Case Number 2023TR002172 County of Kewaunee vs. William David Morgan, 11/15/23]

Searches were performed in the Wisconsin Circuit Court Access and LexisNexis SmartLinx Person Report for criminal and civil filings for “William David Morgan” of Brown County, Wisconsin. There were no other adverse findings of note.

SEX OFFENDER STATUS

No adverse findings of note. [Department of Justice, William David Morgan, National Sex Offender Registry Search, accessed 10/23/25]

SOCIAL MEDIA

Morgan maintained a campaign [Facebook page](#). No other social media was identified.

LGBTQ+ DISCRIMINATION

Morgan voted against committee resolution to ban conversion therapy for LGBTQ+. “At the protection and policy committee meeting Monday, alders Bill Morgan and Craig Stevens voted against recommending the resolution, while alders Alyssa Proffitt and Jim Hutchinson were for it. ‘My fear is that if we voted yes or no, we could possibly put the city and the taxpayers into a position of litigation or lawsuits,’ District 3 alder Morgan said.” [NBC 26, [6/16/26](#)]