

Thursday, April 9, 2026

6:30 PM

McFarland Municipal Center  
5915 Milwaukee St, McFarland  
Community Room

## AGENDA

The public may attend in-person or remotely through the Zoom webinar or telephone options listed below. *Please Note: Virtual attendance is offered as a convenience, but technical difficulties beyond the Village's control may prevent or limit its availability at any meeting. The public is encouraged to attend the meeting in person to assure full access to the proceedings.*

PLEASE CLICK THE LINK BELOW TO JOIN THE ZOOM WEBINAR:

<https://us02web.zoom.us/j/89535514212>

Or by Telephone: +1 (312) 626-6799

Webinar ID: 895 3551 4212

Press \*9 to raise/lower hand. Press \*6 to mute/unmute.

1. CALL TO ORDER, ROLL CALL.
2. PUBLIC APPEARANCES.
  - a. This is an opportunity for attendees to provide public comment on matters that are not on the agenda. Attendees desiring to provide public comment on specific items on the agenda may do so at the time that agenda item is brought up. Zoom attendees wishing to speak should type their name, address, and the relevant agenda item in the Q&A feature within the online meeting platform. Zoom attendees may also register in support or opposition of an item through the Q&A feature. In person attendees should fill out a public comment form and turn into the meeting chairperson. When you are called upon to speak, state your name, address, and provide your public comment. Please adhere to the 3-minute time limit. Written comments will not be read into the record during the meeting but may be sent to [public.safety@mcfarland.wi.us](mailto:public.safety@mcfarland.wi.us) to be included with the agenda materials.
3. APPROVAL OF MINUTES.
  - a. Motion to approve the minutes of the 3.6.26 meeting.
4. BUSINESS.
  - a. Discussion and recommendation on the Village's Tourist Rooming House ordinance.
  - b. Discussion and recommendation on a Class "A" beer and "Class A" Liquor license for Swiftstop Fuel LLC d/b/a BP McFarland #107 for the property located at 4701 Burma Road for the period ending June 30, 2026.
  - c. Discussion and recommendation on a Class "A" Beer and "Class A" Liquor License for Summit Petroleum LLC d/b/a Quick Pick for the property located 4800 Larson Road for the period ending June 30, 2026.
5. SCHEDULE NEXT MEETING DATE.
  - a. May 4, 2026 at 6:30 p.m.
6. ADJOURNMENT.

Any person who has a qualifying disability as defined by the Americans with Disabilities Act that requires the meeting or materials at the meeting to be in an accessible location or format should contact the McFarland Municipal Center at (608)838-3153, 5915 Milwaukee Street, McFarland, Wisconsin, or [village.clerk@mcfarland.wi.us](mailto:village.clerk@mcfarland.wi.us) by 2:00 p.m. at least 5 business days prior to the meeting so that any necessary arrangements can be made to accommodate each request. If the meeting or request is less than 5 business days from the meeting, requests for accommodations may still be made and reasonable efforts will be made to accommodate each request.

VILLAGE OF MCFARLAND  
**Public Safety Committee Minutes**

Monday, March 2, 2026 - 6:30 PM

**1. CALL TO ORDER, ROLL CALL.**

Members present: Miguel Peña, Ken Boyd, Shannon Morrison, Mary Ann Picone, Dottie Olson, Pat Shellenberger

Members not present: Lori Peterson

Staff Present: Chief Dennis, Chief Redman, Deputy Administrator Cassandra Suettinger, Village Attorney Evans, Lieutenant Jacobsen, Office Assistant Erin Brennan.

Village Trustee Ken Boyd called the regular meeting of the Public Safety Committee to order at 6:34p.m. in the community room.

**2. PUBLIC APPEARANCES.**

a. *This is an opportunity for attendees to provide public comment on matters that are not on the agenda. Attendees desiring to provide public comment on specific items on the agenda may do so at the time that agenda item is brought up. Zoom attendees wishing to speak should type their name, address, and the relevant agenda item in the Q&A feature within the online meeting platform. Zoom attendees may also register in support or opposition of an item through the Q&A feature. In person attendees should fill out a public comment form and turn into the meeting chairperson. When you are called upon to speak, state your name, address, and provide your public comment. Please adhere to the 3-minute time limit. Written comments will not be read into the record during the meeting but may be sent to public.safety@mcfarland.wi.us to be included with the agenda materials.*

**3. APPROVAL OF MINUTES.**

a. *Motion to approve the minutes of the February 2, 2026 meeting.*

Motion by Trustee Ken Boyd, second Miguel Pena, to approve the minutes of the February 2, 2026 meeting. Motion carries 6- 0 by acclamation.

**4. BUSINESS.**

a. *Public Hearing - Changes to the Village's Tourist Rooming House Ordinance.*

The following individuals spoke on if they were in favor or against the TRH new ordinance:

Christine Olgren - 4578 Bellevue Ct., McFarland - Supportive of TRH ordinance.

Adam Crowley - 6008 Lake Edge Rd. McFarland - Against TRH ordinance.

Randy Vanderheiden - 5118 Card Ave. McFarland - Against TRH ordinance.

Dawn Cherek - 5913 Lake Edge Rd. McFarland - Against TRH ordinance.

Ruthie Machacek - 5112 Glen Rd. McFarland - Against TRH ordinance.

Zach Kraus - 700 Intelabre Dr. Monona - Against TRH ordinance.

Lisa Dillman - 5208 Card Ave. McFarland - Supportive of TRH ordinance.

Sarah Nelson - 6123 Johnson St. McFarland - Against TRH ordinance.

Allison & Steven Sitte - 5902 Linden PKWY. McFarland - Against TRH ordinance.

Katie Cappozzo - 6018 Lake Edge Rd. McFarland - Supportive of TRH ordinance.

Tom Unke - 6200 Tuscobia Trl. McFarland - Against TRH ordinance.

Alisa Leamy - 6606 Sleepy Hollow Rd. McFarland - Supportive of TRH ordinance.  
Kay Altfeather - 5210 Card Ave. McFarland - Supportive of TRH ordinance.  
Stacy Baumgardner - 3188 Cottage Grove Rd. - Against TRH ordinance.  
Matt WIngrove - 6007 Lake St. McFarland - Against TRH ordinance.

The following individuals submitted a form on if they were in favor or against the TRH new ordinance:

Dee Hughes - 5508 Bremer Rd. McFarland - Supportive of TRH ordinance.  
Cynthia Jacob - 6024 Overlook Dr. McFarland - Against TRH ordinance.  
Ryan Jacob - 6024 Overlook Dr. McFarland - Against TRH ordinance.  
Mark Spatafore - 5312 Falling Leaves Ln. McFarland - Against TRH ordinance.  
Jennifer Sonnentag - 3022 Card Ave. McFarland - Against TRH ordinance.  
Larry Foy - 5350 N. Penninsula Way. McFarland - Supportive of TRH ordinance.  
Todd MacDonald - 5022 Card Ave. McFarland - Against TRH ordinance.  
Kep Machtan - 5312 Falling Leaves Ln. McFarland - Against TRH ordinance.  
Lindsay Kammetz - 5209 Card Ave. McFarland - Supportive of TRH ordinance.  
Kristine Klasen - 4505 Larson St. McFarland - Against TRH ordinance.  
David Gordon - 5417 Bremer Rd. McFarland - Supportive of TRH ordinance.  
Courtney Wyatt - 6112 Rivercrest Dr. McFarland - Supportive of TRH ordinance.  
Nancy Poole - 5212 Card St. McFarland - Supportive of TRH ordinance.  
Patti Ohearn - no address listed - Against TRH ordinance.

b. Discussion and recommendation on changes to Village's Tourist Rooming House(AKA short term rental) Ordinance.

The Public Safety Committee engaged in conversation and no decision was made at this time regarding the TRH.

c. Discussion and recommendation on Ordinance 2026-04: an ordinance increasing municipal court fees.

Motion by Village Trustee Shannon Morrison, second by Village Trustee Ken Boyd, for recommendation on ordinance 2026-04: an ordinance increasing municipal court fees. Motion carries 6- 0 by acclamation.

**5. SCHEDULE NEXT MEETING DATE.**

a. Thursday, April 9, 2026 at 6:30 p.m.

**6. ADJOURNMENT.**

Motion by Village Trustee Ken Boyd, second by Village Trustee Miguel Pena, to adjourn at 9:09p.m.

Pursuant to law, written notice of this meeting was given to the public and posted on the public bulletin board in accordance with Open Meetings Law.

Respectfully submitted,  
Erin Brennan  
Office Assistant



  
VILLAGE OF  
**McFarland**  
**SUMMARY SHEET**

**MEETING DATE:** Thursday, April 9, 2026

**SECTION:** Business

**DEPARTMENT:** Administration

**CONTACT:**

**AGENDA ITEM:** Discussion and recommendation on the Village's Tourist Rooming House ordinance.

**PREVIOUS ACTION:**

The attached memo provides an overview of the history of the Village's Tourist Rooming House Ordinance as well as information on changes the Village is considering making to the ordinance.

At its February 2nd Public Safety Committee meeting, the Public Safety Committee approved holding a public hearing to hear feedback on the proposed changes. Staff sent notices out to current TRH permit holders as well as all properties within 500 feet of an active Tourist Rooming House permit. Additionally, the Village publicized the hearing through its various communication mediums, including the website, electronic newsletter, and various social media changes.

On March 2, 2026, the Public Safety Committee will held a public hearing on the following changes to the Tourist Rooming House ordinance, including but not limited to:

1. Require a 7-day minimum stay for all Tourist Rooming House operators.
  2. Require TRHs to limit their operations for TRHs to one 180-day period every 365 days.
- Written feedback was received and testimony received from those present at the Public Hearing.

The Public Safety Committee received written an in-person comments at that time.

**ISSUE SUMMARY:**

The Public Safety Committee held initial discussions on the matter and requested additional information be provided on options for the Committee to consider including but not limited to:

1. *Information on Third Party providers to assist with enforcement of the Village's Tourist Rooming House Ordinance* - Village staff met with Deckard Technologies to learn more about services that could be provided by a third party vendor to assist with compliance related to Tourist Rooming Houses. The vendor noted they are able to provide a fairly comprehensive solution that would assist the Village in monitoring short-term rentals on 10,000+ sites, assist with compliance/enforcement, room tax collection, etc. At the time of the packet, the vendor was formalizing a quote for providing services to the Village. Staff will provide additional



information on the costs during the Public Safety Committee meeting.

2. *Information on options the Committee could consider that would preserve the current 1–6 day minimum stay permit status of the current TRH permittees, while preventing additional short-term rentals from buying up property within the Village.* The Village Attorney will be on hand to discuss options the Village could consider related to this provision and considerations for a legacy permit status for current permit holders, while allowing for changes to take place for any future permits.

The Committee will continue discussion on the Village's Tourist Rooming House Ordinance and possible changes.

**FINANCIAL/BUDGET IMPACT:**

The Village collects room tax revenues from Tourist Rooming Houses. Room taxes revenues could be impacted by possible revisions to the ordinance, but the extent of the changes is unknown.

**VILLAGE PLAN REFERENCE:**

N/A

**ORDINANCE REFERENCE:**

**ARTICLE 11-XI TOURIST ROOMING HOUSES**

**BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:**

Recommended for discussion and a recommendation to be made to the Village Board.

As noted, the Committee will need to make a specific recommendation on the referral from the Village Board to revise the ordinance to require a 7-day minimum stay requirement for all Tourist Rooming Houses and limiting Tourist Rooming Houses to operating 180 consecutive days in a 365-day period.

Options for the recommendation could include but are not limited to:

- Recommendation to accept and approve both proposed changes.
- Recommendation to approve and accept one of the proposed changes and recommend rejecting the other.
- Recommendation to reject both proposed changes and providing an alternative proposal.

With the above, the Public Safety could provide additional recommendations for potential revisions in any of the above scenarios.

**ATTACHMENTS:**

1. TRH Memo - UPDATED - 02.26.2026
2. Appendix A - Trustee Leamy Referral
3. Appendix B - Attorney Evans TRH Memo
4. TRH Research - 01.30.2026
5. Anonymous - Public Notice Feedback - Tourist Rooming House Ordinance



6. Charlie, W Public Notice Feedback - THR Ordinance Updates\_Redacted
7. Graham - Public Notice Feedback - TRH Ordinance updates
8. Harkins, R - Public Notice Feedback - TRH Ordinance Updates\_Redacted
9. McDonald, Todd - 02.23.2025 TRH Feedback
10. Public Notice Feedback - Public Hearing on Tourist Rooming House Ordinance (002)\_Redacted
11. Public Notice Feedback - TRH Ordinance Updates (002)\_Redacted
12. 02.02.02 S Alf - TRH Feedback
13. 02.02.02 K Carl - TRH Feedback
14. Tourist Rooming House TRH
15. 01.20.26 Dillman TRH Letter
16. 01.21.26 - Input and Recommendation to McFarlands TRH Ordinance
17. Cappozzo\_TRH\_Support\_Letter
18. Barber, L Public Notice Feedback - Short Term Rentals public meeting 3-2-2026\_Redacted
19. Bouffiou, T Public Notice Feedback - TRH Ordinance updates\_Redacted
20. Davenport, E Public Notice Feedback - TRH Ordinance Updates\_Redacted
21. Baumgartner, S Public Notice Feedback - Tourist Rooming House (AKA Short Term Rentals) Public Hearing\_Redacted
22. Byers, A Tourist Rooming House Ordinance\_Redacted
23. Kamnetz, L Public Notice Feedback - TRH Ordinance Updates\_Redacted
24. mcfarland\_public\_safety\_letter\_dave\_katie\_cappozzo\_onepage\_v2 (002)\_Redacted
25. Nelson, S Public Notice Feedback - TRH Ordinance Updates\_Redacted
26. Rogers, B Public Notice Feedback - TRH Ordinance Updates\_Redacted
27. Unke Letter\_Redacted
28. Olgren Letter\_Redacted
29. Goodrich, C April 9th meeting\_Redacted
30. Graham, D Public Notice Feedback - TRH Ordinance\_Redacted
31. Green, E Support for proposed TRH ordinance\_Redacted
32. Gunderson, M Public Notice Feedback - RH Ordinance Updates\_Redacted
33. Kamnetz, L McFarland\_TRH\_Letter\_Redacted
34. Lodholz, K Short-term Rental Limits\_Redacted
35. Miller, D Trh proposal\_Redacted
36. Pagels, J I support the TBH ordinance\_Redacted
37. Quamme, T Proposed ordinance\_Redacted
38. Roahen, D McFarland's Tourist Rooming Housing (TRH) Ordinance\_Redacted
39. Simon, D Public Notice Feedback - TRH Ordinance Updates\_Redacted
40. Smith, S Support for Reasonable Updates to Short-Term Rental Ordinance\_Redacted
41. Thrush, V April 9th meeting\_Redacted
42. Unke, W Please preserve the less than 7 day rental for current community residents\_Redacted
43. Alf, S I support the proposed TRH ordinance updateds\_Redacted
44. Alf, S I support the proposed TRH ordinance updates\_Redacted
45. Alf, S TRH Ordinance\_Redacted
46. Anonymous - Short term rental limits\_Redacted
47. Brussock, K Proposed TRH ordinance updates\_Redacted



48. Cappozzo, K Letter to the Village for the April 9th Meeting\_Redacted
49. Carl, R Protecting the Future of McFarland Neighborhoods\_Redacted
50. Cornell, J TRH Ordinance Support\_Redacted
51. Dettman, R TRH\_Redacted
52. Dillman, L Follow up to Mar 2nd PSC meeting on TRH rules\_Redacted
53. Erickson, L Tourist Rooming House Ordinance\_Redacted
54. Davenport, E STRs\_Redacted
55. Dintelman TRH Letter\_Redacted
56. Downing, T Proposed updates to the TRH\_STR ordinances\_Redacted
57. Faust, D Support for Reasonable Updates to Short-Term Rental Ordinance\_Redacted
58. Faust, D Support for the TRH ordinance\_Redacted
59. Funkhouser, D Short Term Rental Limits\_Redacted
60. Gauwitz, K TRH Ordinance Updates\_Redacted
61. Heinzerling, C Support for TRH Ordinance Revisions\_Redacted
62. Hiltbrand J For Public Safety Committee\_Redacted
63. Hippler, D TRH ordinance\_Redacted
64. Howell, M Tourism housing ordinance\_Redacted
65. Kane, K STR Ordinance support\_Redacted
66. Kane, T re\_Support for Proposed STR Ordinance Updates\_Redacted
67. Kunze, A TRH ordinance\_Redacted
68. Kunze, R Short Term Rental Limits\_Redacted
69. Mulcahy, L Air BnB\_Redacted
70. Nartowicz, K TRH\_Redacted
71. Penington, D Please update the TRH ordinance\_Redacted
72. Pennekamp, C TRH Ordinance\_Redacted
73. Poole, N Proposed TRH Ordinance\_Redacted
74. SPATAF~1
75. Stohr, K Letter of Support for Proposed Revision to TRH Ordinance\_Redacted
76. Tourbleau, H Letter
77. Turner, A Support Reasonable Short-Term Rental Limits\_Redacted
78. Wegner, M TRH ordinance updates\_Redacted
79. Atkinson, K In support of TRH ordinance updates\_Redacted
80. Brewer, S In Support of the Proposed Ordinance to Limit STRs\_Redacted
81. Brown, J TRH ordinance updates\_Redacted
82. Burns, B TRH ordinance\_Redacted
83. Carl, K April 9 speech\_Redacted
84. Carl, K Comments re TRH Changes\_Redacted

MEMORANDUM

To: Public Safety Committee

From: Cassandra Suettinger, Deputy Administrator Clerk

UPDATED – February 26, 2026

RE: Tourist Rooming House Ordinance

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**Background**

On March 13, 2017, the Village adopted an ordinance to regulate Tourist Rooming Houses. In the preceding years, the Village had begun to experience issues with nuisances associated with TRH's and adopted the ordinance to allow a process to manage those nuisances.

In November of 2017, the Wisconsin Legislature passed the Right to Rent law which provided a new law to protect the ability of the homeowners to rent out their homes on a short-term basis.

In April of 2021, in response to the right to rent law, the Village removed several provisions of the original TRH ordinance found to be unlawful in light of the Right to Rent Law including removal of the one TRH per 1000 feet density requirement and removal of the requirement that a person shall only be allowed to own or operate one TRH in the Village at one time.

In 2023, the Village undertook a comprehensive review of the Village's Tourist Rooming House Ordinance. The review was conducted over multiple meetings and spanned a couple of different public hearings. Changes included:

1. Updating Maximum occupancy to be 2 per legal bedroom.
2. Updating Parking regulations to mirror parking requirements of zoning code.
3. Provide a minimum stay of 7 days for TRHs except Village Residents and Village Business. Village Residents and Village Businesses can rent for 1-6 days and do not have a minimum stay requirement.

Changes were approved on July 11, 2023. The changes became effective immediately thereafter for new applications. For current TRH permit holders at the time of the ordinance change, the changes did not go into effect until the July 1, 2024, through June 30, 2025 Tourist Rooming House Permit Period.

**Permit/Room Tax Data**

In 2017, the Village adopted a room tax ordinance. All TRHs are required to collect the 8% Room Tax for all rentals. 70% of the room tax collected go to the Village's Tourist Entity which is currently comprised of members of the McFarland Chamber of Commerce. The Village retains the remaining 30% of these revenues for administration purposes as allowed by state law. Adoption of the tax has allowed the Village to track annual sales associated with TRHs within the Village. Below is data since creation of the room tax became effective:

| Year | Total Room Tax Revenues | Gross TRH Sales | Total TRH Applications | Total TRH Application Approvals |
|------|-------------------------|-----------------|------------------------|---------------------------------|
| 2018 | \$1,615.58              | \$20,194.75     | 2                      | 2                               |
| 2019 | \$7,075.99              | \$88,449.88     | 3                      | 3                               |
| 2020 | \$8,289.11              | \$103,613.88    | 2                      | 2                               |
| 2021 | \$8,434.23              | \$105,427.88    | 4                      | 4                               |
| 2022 | \$12,438.49             | \$155,481.13    | 9                      | 9                               |
| 2023 | \$28,086.58             | \$351,082.25    | 9                      | 9                               |
| 2024 | \$41,162.24             | \$514,528.00    | 10                     | 10                              |
| 2025 | \$52,330.73             | \$654,134.13    | 12                     | 12                              |

### Tourist Rooming House Complaints/Incidents

Only one complaint/incident has been recorded to date at an active TRH permitted residence. In 2022 a TRH violated the maximum occupancy requirement by taking a group photo of a wedding party. The Police Department does not have any other incidents/violations that have been reported to date. Additionally on February 22<sup>nd</sup> an additional complaint was received regarding a TRH being a nuisance. The complaint came in after the fact and the Police Department was unable to respond directly at the time of the complaint.

### Referral

On January 13, 2026. Trustee Alisa Leamy referred review of the Tourist Rooming House ordinance to the Public Safety Committee(Attached to this memo as Appendix A). The Village Board approved referral and review of the ordinance to the Public Safety Committee. The recommended referral requests the Public Safety Committee review the current Tourist Rooming House ordinance to consider the changes. The Village Board noted all possible regulatory changes can be explored through the review, but specifically requested the following revisions be considered for change within the current ordinance:

1. Require a 7-day minimum stay for all Tourist Rooming House operators.
2. Require TRHs to limit their operators to one 180-day period every 365 days.
3. Explore adding zoning/density limits to neighborhoods to prevent clusters of short-term rentals.\*

\*While exploring zoning/density limits to neighborhoods to prevent clusters was part of the original recommendation, in conjunction with the Village Attorney, the Public Safety Committee confirmed a regulation of this nature would conflict with the right to rent law and thus are not recommending the change move forward for future consideration.

(Trustee Leamy’s full referral is attached with additional data)

Additionally a Memo from Attorney Evans is included in the packet providing more information on the Right to Rent law, and permissible options for regulating Tourist Rooming Houses.

At its February 2<sup>nd</sup> Public Safety Committee meeting, the Public Safety Committee approved holding a public hearing to hear feedback on the proposed changes. Staff sent notices out to current TRH permit holders as well as all properties within 500 feet of an active Tourist Rooming House permit. Additionally, the Village publicized the hearing through its various communication mediums including the website, electronic newsletter, and various social media changes.

Attached are public comments received regarding the proposed changes for consideration by the committee.

### **Review/Engagement Plan Process:**

#### **Review schedule:**

1. *March 2, 2026 – Public Hearing at Public Safety Committee* – The Public Safety Committee would plan to hold a public hearing on the matter and accept feedback from the community. This feedback would likely include both the public, current TRH owners/operators, and neighbors of current properties permitted to operate a Tourist Rooming House. The Committee will begin discussion on changes to the ordinance to formulate a recommendation to the Village Board on the requested changes. The Committee may or may not make a recommendation at the March 2<sup>nd</sup> meeting. If additional information or time are needed, the matter would be taken up again at the April 9, 2026, meeting.
2. *April 9, 2026 – IF NEEDED (Note: Due to the election, the April meeting will be held on Thursday April 9th).* Additional discussion by the Public Safety Committee and provide a recommendation to the Village Board regarding the Village’s current TRH Ordinance.
3. *April 21, 2026* – The Plan Commission would hold a public hearing on the matter and provide a recommendation to the Village Board.
4. *April 28, 2026* – The Village Board would receive the recommendation from the Public Safety Committee and Plan Commission and be the final decision maker on the recommended changes.

# Village Board Trustee Referral Form

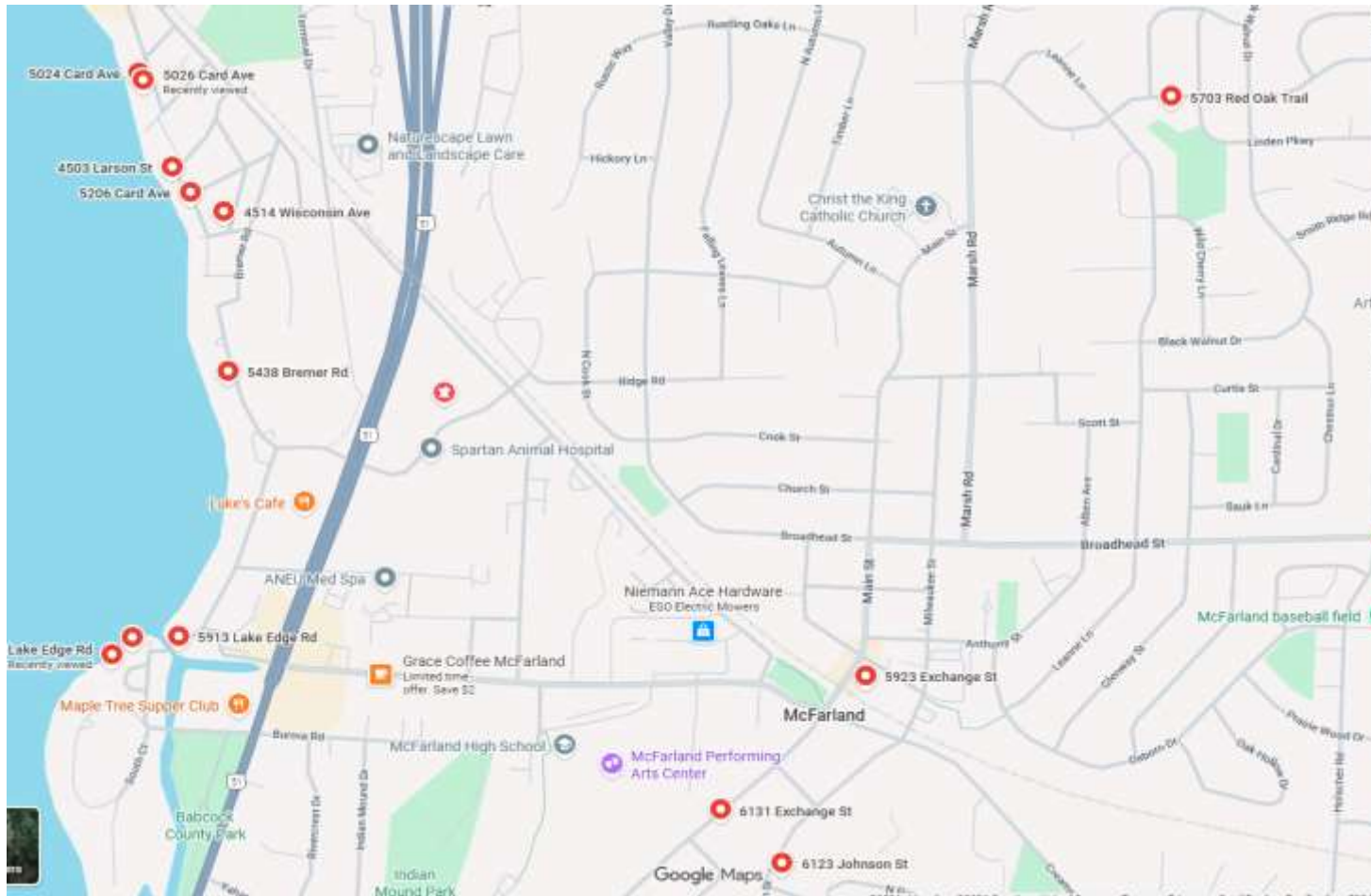
|   |   |
|---|---|
| <b>Requested By</b>                                       | Trustee Leamy   |
| <b>Item/Issue Referral</b>                                | Since Jan 1 2024 (new tourist rooming house ordinance went into place July 11 2023), there have been 5 new tourist rooming house permits submitted (2 in process?). Out of those 5 new permits, 4 are water-front properties. This would bring the total to 12 tourist rooming houses in the village, with 75% of the properties clustered on McFarland's waterfront.             |
| <b>Action/Referral Request</b>                            | I request that the Public Safety Committee review the current tourist rooming house ordinance and consider adding additional criteria to our ordinance including a 7 day minimum stay for all operators, operation of TRH only 180 days of the year, and the potential to add zoning /density limits to neighborhoods to prevent clusters of short term rentals in certain areas. |
| <b>Request Referral to (Please select all that apply)</b> | <ul style="list-style-type: none"><li>• Public Safety Committee</li></ul>   |
| <b>Background Information</b>                             | 2023 Ordinance updates approved by Village board July 11 2023:<br><a href="https://mcfarlandwi.portal.civicclerk.com/event/1517/files/attachment/14809">https://mcfarlandwi.portal.civicclerk.com/event/1517/files/attachment/14809</a><br>Please see attached document with screenshot of McFarland map which includes active tourist rooming house locations                    |
| <b>Attachments</b>  |  TRH Listing - w map 11.11.2025.xlsx   |

| Permit Holder                                | Property Address   | On Water | Residency    | Permit Start Date | Permit End Date | 2022 - 2023 | 2023-2024 | 2024-2025 | 2025-2026 |
|--|--------------------|----------|--------------|-------------------|-----------------|-------------|-----------|-----------|-----------|
| Matthew Duffy/Qwest Sustainabilities LLC     | 5703 Red Oak Trl   | No       | Resident     | July 1, 2022      | N/A             | Yes         | Yes       | Yes       | Yes       |
| Nora Bird/Nick Hougas/Team Bird Training LLC | 4514 Wisconsin Ave | Yes      | Resident     | Prior to 2022     | N/A             | Yes         | Yes       | Yes       | Yes       |
| Wendy Unke                                   | 5438 Bremer Rd     | Yes      | Resident     | Prior to 2022     | N/A             | Yes         | Yes       | Yes       | Yes       |
| McFarland House Café Inc/Ohearn Ventures LLC | 5923 Exchange St   | No       | Resident     | May 13, 2022      | N/A             | Yes         | Yes       | Yes       | Yes       |
| TSM Rentals/Todd MacDonald                   | 5024 Card Ave      | Yes      | Resident     | Prior to 2022     | N/A             | Yes         | Yes       | Yes       | Yes       |
| 6131 Exchange LLC                            | 6131 Exchange St   | No       | Resident     | December 15, 2022 | N/A             | Partial     | Yes       | Yes       | Yes       |
| Waubesa Performance Property Management LLC  | 6008 Lake Edge Rd  | Yes      | Resident     | July 1, 2023      | N/A             | No          | Yes       | Yes       | Yes       |
| Vinatype Waubesa LLC                         | 4503 Larson St     | Yes      | Non-Resident | August 19, 2024   | N/A             | No          | No        | Partial   | Yes       |
| Sarah Nelson                                 | 6123 Johnson St    | No       | Resident     | January 16, 2025  | N/A             | No          | No        | Partial   | Yes       |
| Dawn Cherek                                  | 5913 Lake Edge Rd  | Yes      | Non-Resident | May 1, 2025       | N/A             | No          | No        | Partial   | Yes       |
| Axis Holdings LLC                            | 5026 Card Road     | Yes      |              | TBD?              |                 |             |           |           |           |
| Axis Holdings LLC                            | 6016 Lake Edge     | Yes      |              | TBD?              |                 |             |           |           |           |

Applications over the years sometimes vary in the actual name of the permit holder - I have attempted to list the varying names that licenses have been held under over the years

Did not apply during the time that residency was part of the application process - I made assumptions based on the permit holder's address in the prior applications

75% on Water



# APPENDIX B

## REUTER, WHITISH & EVANS, S.C.

Attorneys at Law  
4600 American Parkway, Suite 104  
Madison, Wisconsin 53718

ALLEN D. REUTER  
BARBARA O. WHITISH (1953-2013)  
DANIEL J. EVANS  
DAVID D. RELLES (Of Counsel)  
KEVIN F. MILLIKEN (Of Counsel)

TELEPHONE  
(608) 250-9053

FACSIMILE  
(608) 250-9054

## MEMORANDUM

To: Cassandra Suettinger  
From: Attorney Daniel Evans  
Date: January 28, 2026  
Re: Regulation of Short-Term Rentals

Short-term rentals, also known as Tourist Rooming Houses (TRHs), are residential dwellings rented for less than 30 consecutive nights, often through third-party platforms like VRBO and Airbnb. The Village currently regulates TRHs and requires a permit to operate the same. This memorandum addresses current state law regarding TRHs and options the Village has in regulating TRHs further.

### **I. Wisconsin's Right to Rent Law.**

The Village's regulatory options over TRHs are governed by Wisconsin's Right to Rent law. In 2017, the Wisconsin State Legislature enacted the Right to Rent law, Wis. Stat. § 66.1014, to provide owners the right to rent their residential properties as short-term rentals. That law is attached at the end of this memorandum for reference. At the time the law was passed, some communities had enacted restrictions on the operation of short-term rentals, and the law was intended to limit municipal authority to ban short-term rentals outright. Under the Right to Rent law, municipalities may not prohibit short-term rentals of between 7 and 29 days, but municipalities may prohibit short-term rentals of 6 days or less. A municipality may also limit the use of short-term rental to a block of 180 days every 365 days but cannot limit the start date of that rental period. Under the Right to Rent law, a municipality may also require a license or permit for short-term rentals operated more than 10 nights per year. Furthermore, a municipality may enforce other ordinances that do not conflict with the Right to Rent law, such as health and safety regulations.

### **II. Available Options for the Village.**

The Village's current TRH ordinance generally covers health and safety issues along with other common problems associated with short-term rentals. The Village may consider amending the ordinance to provide for additional regulations. Please note that any proposed changes should be considered in context of any additional administrative work and enforcement requirements. Regulations such as the Village's TRH ordinance require time and resources to administer and enforce. This time and expense should also be factored into any contemplated changes to the

ordinance. By its very nature, this type of ordinance is difficult to enforce unless there is a complaint and evidence of the violation is found to either revoke a license or impose a forfeiture through a municipal citation.

1. **The Village may prohibit all TRH rentals of fewer than 7 days.** Currently, the Village limits 1-6 day rentals to those properties owned by Village residents or Village businesses. This restriction does not conflict with the Right to Rent law. The Village may decide to amend the TRH ordinance to prohibit all short-term rentals of fewer than 7 days. As a matter of enforcement, a prohibition on all rentals of 6 days or less is easier to enforce than providing other restrictions (such as requiring the homeowner to be present). For enforcement purposes, it will be easier to monitor VRBO or Airbnb for advertised rentals in McFarland for periods of time less than 7 days.

2. **The Village may limit TRH rentals to one 180-day block per 365-day period.** Additionally, the Village may restrict the operation of a short-term rental to one 180-day block, determined by the property owner. For some communities, this limitation may preserve the use of a short-term rental to seasonal use, but this may not be a concern in the Village as it may be for other communities where vacation rentals are prevalent, such as Door County. Still, the Village has the authority to impose these additional restrictions, but whether to do so is a policy decision. Given that the Village is a lake community, it is likely that most TRH owners will elect to have a 180-day period run during the summer and fall seasons.

3. **The Village may impose additional health and safety restrictions, if appropriate.** Although the Right to Rent law prohibits a municipality from banning short-term rentals of 7 to 29 days outright, a municipality may regulate the operation of TRHs through general police powers, so long as those regulations are not inconsistent with the Right to Rent law. In general, *police powers* are defined as those powers to protect the health, safety and welfare of a community. As stated by the Wisconsin Supreme Court, the exercise of police powers, by means of an ordinance or other regulation, must have a reasonable and rational relationship to the purpose of the ordinance or regulation. *See State v. Jackson*, 60 Wis. 2d 700, 1973. Regulations already in place under the Village's TRH ordinance are a valid exercise of municipal police powers, as they provide protections for the renters, neighbors, and the community in general. For example, the TRH ordinance provides for an inspection by the fire inspector, and the requirement of a nuisance response plan.

Under the Village's current TRH ordinance, there are significant health and safety related restrictions already in place. The Village may consider additional restrictions over issues that may have been reported as a problem for short-term rentals. Please note that Village ordinances of general application also apply to short-term rentals. For example, under the Village's property maintenance code, residential properties must be maintained to a certain standard, and there are limits to parking of vehicles outside residential properties. Zoning regulations also apply. For example, a TRH in a residential district that is used for purposes of holding exercise classes or a commercial product demonstration may violate a zoning regulation, and citations could be issued against the violator and property owner. Any additional restrictions considered under the TRH ordinance should first be reviewed in context of the current code (to confirm that another regulation does not already cover the area of concern) as well as how the new regulation will be enforced.

Any additional restrictions should be based on real concerns that would be a basis for further regulation.

Additional questions are addressed as follows:

1. **May the Village impose a density limit on TRHs?** No. A Village regulation that imposes a limit on the density of TRHs is inconsistent with the Right to Rent law. A density regulation would be, for example, prohibiting TRHs from operating next to one another, or limiting the number of TRHs in a neighborhood. Such a restriction is unenforceable because the Right to Rent law generally prohibits municipalities from prohibiting the rental of any residential dwelling.
2. **May the Village require all TRHs be owner occupied?** No. The Village can restrict rentals of 1-6 days as owner occupied, but under the Right to Rent law municipalities cannot prohibit the rental of residential dwellings for periods of 7-29 days.
3. **May the Village limit areas where TRHs may operate through zoning regulations?** Not directly. Zoning regulations limit the location of residential dwellings in the Village (in residential districts). However, the Village could not limit where TRHs occur in these residential districts because that restriction would clearly conflict with the Right to Rent law. For example, the Village cannot create an overlay district thereby prohibiting certain dwellings in that district from being used as a TRH.
4. **May the Village prohibit rentals of less than 7 days.** Yes, clearly under the Right to Rent law, a municipality may prohibit rentals of 6 days or less.
5. **May the Village require rentals of less than 7 days be owner occupied residences?** Yes. The Right to Rent law does not prohibit restrictions on rentals of 1-6 days, such as requiring owner occupancy. But enforcement of a restriction could be difficult, as it would be the Village's burden to show in any enforcement process that the property is not owner occupied.
6. **May the Village limit the number of 1-6 day rentals to fewer than 30 days a year?** Yes. Like the answer above, the Right to Rent law does not prohibit restrictions on rentals of 1-6 days, including a restriction limiting the number of 1-6 day rentals permitted per year. However, it would be difficult to prove when a property is rented for more than 30 days of 1-6 day rentals though unless a permittee provides regular reports to the Village of the number days the property is rented.
7. **May the Village limit short-term rentals of 7-29 days to only 30 days per year, if not owner occupied?** No. Some municipalities have attempted to limit non-owner occupied short-term rentals to 30 days per year, even those rentals of 7 days or longer. Such a restriction conflicts with the Right to Rent law.
8. **May the Village limit TRH's to only owner-occupied residences?** No, except those rentals of 1-6 days.

9. **May the Village limit short-term rentals to a consecutive 180-day block every 365 days?** Yes. That restriction is clearly permitted under the Right to Rent law. Please note that the Village's TRH annual permit begins every July 1, but the permit start date cannot prohibit a 180 day block that overlaps the permit start date. For example, we cannot say that the 180 day block can only begin July 1, thereby prohibiting rentals in June. In other words, a TRH operator would be allowed to have a start date say May 1<sup>st</sup> and run 180 consecutive days thereafter, even though the permit would be renewed July 1<sup>st</sup>.

### **III. Effective Date of Amendments.**

If the Village intends to implement changes to the TRH ordinance (such as limiting or prohibiting 1-6-day rentals), the effective date should be considered in context of current TRH permits. Under section 11-355 of the TRH ordinance, a permit is effective from July 1<sup>st</sup> through June 30<sup>th</sup> the following year. For non-permit holders, a new ordinance can be effective immediately, but for existing permit holders, I recommend any changes to the TRH ordinance be made effective the date of a new licensing period, that is July 1, 2026. This way, existing rights under an active permit are not impacted by a new ordinance, but would be effective when the permit is renewed for the new licensing period.

### **IV. Conclusion.**

The Village may consider making changes to the current TRH ordinance, and I recommend that any proposed changes be reviewed by legal counsel to ascertain compliance with the Right to Rent law, as well as to confirm that no other current ordinances provide the similar regulations.

**Wisconsin's Right to Rent law:**

**66.1014 Limits on residential dwelling rental prohibited.**

(1) In this section:

(a) "Political subdivision" means any city, village, town, or county.

(b) "Residential dwelling" means any building, structure, or part of the building or structure, that is used or intended to be used as a home, residence, or sleeping place by one person or by 2 or more persons maintaining a common household, to the exclusion of all others.

(2)

(a) Subject to par. (d), a political subdivision may not enact or enforce an ordinance that prohibits the rental of a residential dwelling for 7 consecutive days or longer.

(b) If a political subdivision has in effect on September 23, 2017, an ordinance that is inconsistent with par. (a) or (d), the ordinance does not apply and may not be enforced.

(c) Nothing in this subsection limits the authority of a political subdivision to enact an ordinance regulating the rental of a residential dwelling in a manner that is not inconsistent with the provisions of pars. (a) and (d).

(d)

1. If a residential dwelling is rented for periods of more than 6 but fewer than 30 consecutive days, a political subdivision may limit the total number of days within any consecutive 365-day period that the dwelling may be rented to no fewer than 180 days. The political subdivision may not specify the period of time during which the residential dwelling may be rented, but the political subdivision may require that the maximum number of allowable rental days within a 365-day period must run consecutively. A person who rents the person's residential dwelling shall notify the clerk of the political subdivision in writing when the first rental within a 365-day period begins.

2. Any person who maintains, manages, or operates a short-term rental, as defined in s. [66.0615 \(1\) \(dk\)](#), for more than 10 nights each year, shall do all of the following:

a. Obtain from the department of agriculture, trade and consumer protection a license as a tourist rooming house, as defined in s. [97.01 \(15k\)](#).

b. Obtain from a political subdivision a license for conducting such activities, if a political subdivision enacts an ordinance requiring such a person to obtain a license.

## **Analysis of neighboring and comparable communities**

### Town of Dunn

#### *1-6 day stays*

- Allowed if the property is the owner's primary residence and no more than two bedrooms are offered for rent.
- Restricted to 30 days per year if the owner is not present during the rental.
- No restriction on days per year if the owner is present during the rental.

#### *Stays of 7 to 29 days*

- May not operate more than 180 in any consecutive 365-day period.

### Madison

#### *Stays of 1-6 Days*

- must be the host's primary dwelling while operating a TRH and for the 12 consecutive months prior to the beginning operation of a TRH.
- If the owner does not occupy the dwelling during the rental, the TRH may not operate more than 30 days per licensing year.

#### *Stays of 7 to 29 days*

- requires a Zoning Tourist Rooming House Permit.
- May not operate more than 180 in any consecutive 365-day period.

### Monona – Passed two years

#### *Stays of 1-6 Days*

- Only allowed for owner occupied properties.
- If the owner occupies the property at the time of the rental, there is no limit on the number of days a year they can stay.
- If the owner does not occupy the property at the time of the rental, they can only operate 30 days per permitting year (this prohibition is specific to the 1-6 day rentals). Additionally, if it is not owner occupied at the time of the rental, it cannot be rented to multiple people
- *Stays of 7 to 29 days*

#### *Stays of 7 to 29 days*

- Allowed for non-owner occupied properties and

- May not operate more than 180 in any consecutive 365-day period.

#### Middleton –

##### *Stays of 1-6 Days*

- Only allowed for owner occupied properties.
- If the owner occupies the property at the time of the rental, there is no limit on the number of days a year they can stay.
- If the owner does not occupy the property at the time of the rental, they can only operate 30 days per permitting year (this prohibition is specific to the 1-6 day rentals). Additionally, if it is not owner occupied at the time of the rental, it cannot be rented to multiple people
- *Stays of 7 to 29 days*

##### *Stays of 7 to 29 days*

- Allowed for non-owner occupied properties and
- May not operate more than 180 in any consecutive 365-day period.

#### City of Verona

##### *Stays of 1-6 Days*

- Not allowed

##### *Stays of 7 to 29 days*

- No additional restrictions

#### Sun Prairie

No Ordinance.

#### Oregon

No Ordinance.

#### Deforest

No Ordinance

#### Shorewood Hills

*Stays of 1-6 Days*

- Not allowed

*Stays of 7 to 29 days*

- Regulated through zoning permit.



## Public Notice Feedback

This form is provided for you to provide feedback on the public notification you received. Public feedback will be provided to both staff and governing bodies responsible for decision making.

**Project Name, as identified on notice**      Tourist Rooming House Ordinance

## Comments/Feedback

**Comment(s)/Feedback about the project/initiative**      Our family lives within 500 feet of the Johnson Street house. The person who bought the house fixed it up and made it look so nice. Our property values have likely increased due to the improvements made. We are not bothered by the people who rent the home. The house costs enough to rent that only considerate people would rent it.

I disagree with the new ordinances you are suggesting. I think these would put an undue burden on the owner of the home. It would limit their income significantly for th purpose of their original purchase. In addition, if there was a rowdy renter, they would be there for at least a week vs just a weekend.  
There is no good reason for this change.

## Follow-Up

**Would you like to request direct follow-up from a Village staff member regarding your comment(s)/feedback?**      No, I do not wish to be contacted.



## Public Notice Feedback

This form is provided for you to provide feedback on the public notification you received. Public feedback will be provided to both staff and governing bodies responsible for decision making.

|                                       |                       |
|---------------------------------------|-----------------------|
| Last Name (Optional)                  | Charlie               |
| First Name (Optional)                 | Wayne                 |
| Address (Optional)                    | [REDACTED]            |
| E-mail Address (Optional)             | [REDACTED]            |
| Phone Number (Optional)               | [REDACTED]            |
| Project Name, as identified on notice | THR Ordinance Updates |

## Comments/Feedback

|  |   |
|--|---|
| Comment(s)/Feedback about the project/initiative | THR Ordinance Updates<br>I suport changes to the current ordinance<br>1. Requiring a 7-day minimum stay for all THR permits.<br>2. Limit THR operations to one 180-day period per 365-day period. |
|--|---|

## Follow-Up

|  |                                    |
|--|------------------------------------|
| Would you like to request direct follow-up from a Village staff member regarding your comment(s)/feedback? | Yes, I would like to be contacted. |
| How would you like to be contacted by a Village staff member?  | E-mail                             |
| E-mail Address   | [REDACTED]                         |



## Public Notice Feedback

This form is provided for you to provide feedback on the public notification you received. Public feedback will be provided to both staff and governing bodies responsible for decision making.

|                                       |                       |
|---------------------------------------|-----------------------|
| Last Name (Optional)                  | Graham                |
| Project Name, as identified on notice | TRH Ordinance updates |

## Comments/Feedback

|  |  |
|--|--|
| Comment(s)/Feedback about the project/initiative | As a long time, resident with three of these tourist rooming houses nearby I support the changes in the ordinance. With the current housing shortage as a village, we should be supporting long-term rentals to provide for families and individuals who want to become a part of our community. |
|--|--|

## Follow-Up

Would you like to request direct follow-up from a Village staff member regarding your comment(s)/feedback?

No, I do not wish to be contacted.



## Public Notice Feedback

This form is provided for you to provide feedback on the public notification you received. Public feedback will be provided to both staff and governing bodies responsible for decision making.

|                                       |                       |
|---------------------------------------|-----------------------|
| Last Name (Optional)                  | Harkins               |
| First Name (Optional)                 | Ryan                  |
| Address (Optional)                    | [REDACTED]            |
| E-mail Address (Optional)             | [REDACTED]            |
| Phone Number (Optional)               | [REDACTED]            |
| Project Name, as identified on notice | TRH Ordinance Updates |

## Comments/Feedback

|  |  |
|--|--|
| Comment(s)/Feedback about the project/initiative | I'm am writing in opposition to the proposed changes to the TRH Ordinance Updates. McFarland does not have a lot of options for local accommodations for tourists and visitors, and the proposed limitations on rental minimum stays and days per year just seems completely unnecessary. Short term rentals are a great option to allow visitors weekend stays in the area and bring tourist dollars to the Village. Please vote down the entirety of the proposed changes. |
|--|--|

## Follow-Up

|  |                                    |
|--|------------------------------------|
| Would you like to request direct follow-up from a Village staff member regarding your comment(s)/feedback? | No, I do not wish to be contacted. |
|--|------------------------------------|

**From:** Todd MacDonald <tsmrentals@gmail.com>  
**Sent:** Monday, February 23, 2026 11:07 AM  
**To:** Village Clerk  
**Subject:** Concerns Regarding Proposed 7-Day Minimum for Short-Term Rentals and 180-day Operating Window

**Subject: Concerns Regarding Proposed 7-Day Minimum for Short-Term Rentals and 180-day Operating Window**

Subject:  
Concerns Regarding Proposed 7-Day Minimum for Short-Term Rentals and 180-day Operating Window

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Members Public Safety Committee  
Village of McFarland  
5915 Milwaukee Street  
McFarland, WI 53558

Dear Members of the Public Safety Committee:

My name is Todd MacDonald, and I am a licensed and law-abiding short-term rental owner here in the Village of McFarland. I am writing to respectfully express my opposition to the proposed regulation that would require short-term rentals to be limited to stays of seven days or more and the Village's edict of imposing a 6-month (180-day) operating window stipulation.

In my experience as a host on VRBO, the vast majority of my bookings—approximately 90%—are for stays of less than seven nights. These visits are typically tied to events in the Madison area, including Wisconsin Badgers football games, weddings, family reunions, and graduations at University of Wisconsin–Madison. These events occur throughout the year. I have hosted guests for Christmases on the lake, football games in the Fall, Summertime and Spring weddings, etc. etc. To pigeon hole my rental into a 180-day rental window effectively eliminates half of my rental income. Also, because only about 10% of my rentals have been for seven days or longer, a seven-day minimum would eradicate most of my business.

I believe this proposed regulation is neither pro-business nor reflective of the realities of our local economy. McFarland benefits from its proximity to Madison and the University, and many visitors prefer staying in a quiet residential community while attending events nearby. These guests are not long-term tenants—they are families, alumni, and visitors who come for specific occasions and leave within a few days. As I've stated, these renters are not seasonal—they stay at my rental year-round.

Importantly, my guests contribute directly to local businesses. They dine in local restaurants, purchase gas and groceries, and shop in our community. Short-term rentals like mine help bring additional revenue into the Village without requiring public infrastructure expansion or long-term service commitments.

I also want to emphasize that I take pride in operating responsibly. I have earned over 200 five-star ratings on VRBO, which reflects my commitment to maintaining a high-quality property, screening guests carefully, and being respectful of my neighbors and the community. I have operated my VRBO for 11 years, and in that time, I have never received complaints from neighbors. I comply with all applicable licensing and tax requirements and strive to be a positive presence in the Village. I welcome and accommodate all guests, and my property is handicap-accessible to ensure everyone can enjoy a comfortable stay.

My property taxes and fees for the VRBO have increased significantly in recent years. The Village benefits as my additional property taxes, licensing and fees have generated thousands of dollars for the Village. Furthermore, my rental employs a qualified team of individuals to manage and maintain the property for guests. I firmly believe that responsible short-term rentals like mine contribute positively to the financial health of our community. If the Village mandates the changes indicated, will my licensing and fees be reduced by half to account for these proposed changes?

I respectfully urge the Public Safety Committee to reconsider the seven-day minimum requirement/180-day operating window and instead pursue a balanced approach that supports responsible property owners while preserving neighborhood character. I would welcome the opportunity to participate in any discussions or forums on this issue.

Thank you for your time and thoughtful consideration.

Sincerely,

Todd MacDonald  
McFarland, Wisconsin



## Public Notice Feedback

This form is provided for you to provide feedback on the public notification you received. Public feedback will be provided to both staff and governing bodies responsible for decision making.

|                                       |   |
|---------------------------------------|---|
| Last Name (Optional)                  | Crowley   |
| First Name (Optional)                 | Adam  |
| E-mail Address (Optional)             | [REDACTED]  |
| Phone Number (Optional)               | [REDACTED]  |
| Project Name, as identified on notice | Public Hearing on Tourist Rooming House Ordinance |

## Comments/Feedback

**Comment(s)/Feedback about the project/initiative**

I have lived and enjoyed Lake Waubesa my entire life, turning 40 in May. My wife is due with our 3rd child first week of March, so due to that timeline I may not be able to attend the meeting, as I desperately want/need to. I have had very positive experiences on Lake Waubesa, as well as the Village of McFarland. I currently own a home on Lake Edge Rd that operates as a STR. With taxes exceeding \$17,000, as well as rising costs in every area of life, we have operated our property as a STR for the past few years.

When I was made aware of this ordinance discussion, my first thought was that something catastrophic had occurred. I suspected the village must have had significant police calls, fire response or noise violations in a property. As I investigated the matter, it's my understanding that of the 12 STR properties in the village, there has only been 1 police call, back in 2022.

I then read all of the submissions from the December 1 2025 meeting and it's clear that neighboring residents simply don't "want them." From all the submissions, there was not one that reflected concrete reasons for altering the ordinance, other than, "I simply don't like them." The submissions are fear mongering, talking about health and safety of a community, yet there is no reported issues to align with the complaints.

Furthermore, these residents present claims about a welcoming and safe community, but their actions in the submitted letters are the exact opposite They further express a desire to move if the ordinance is not altered, to which I would say you're trying to get me to sell and move. Those are meritless arguments. That would be the same as me arguing I don't like gas station congestion and since the village has so many gas stations, I want the village to create an ordinance against the gas stations to not allow them to operate their business.

With that being said, I was immediately confused as to why this topic is on the village agenda once again. A few years ago, the ordinance was changed/alterd, with very little understanding as to why it was revised at that time. The vison

statement of McFarland reads, “McFarland strives to be a community that works for everyone. With smart planning, responsible leadership, and strong local services, McFarland is a great place to live, work and belong.”

STR’s allow patrons of McFarland to live and work, aligning directly with the vision statement. Not only have these properties proven to be sought after by visitors, producing \$654,134 in 2025 revenue alone! This revenue helps fund our community and offers incredible amounts of secondary business to local restaurants. You could argue it would be “irresponsible” not to allow these businesses to continue in our community. I’m certainly not saying that is what this group would do, simply stating the obvious.

The Village of McFarland website also promotes the mission statement of the village. That reads, “We serve McFarland by providing everyday services that support community well-being by leading with care, planning with purpose and acting with accountability. We work to earn trust and make decisions that reflect shared values.”

When I read the village mission statement I think I speak for most people when I say that’s a mission we can all agree with. I appreciate our community supports community well-being by earning trust and decisions that reflect shared values. I would suspect the values of trust, responsibility and action will be noted in this discussion.

As a property owner I trust the village will not make changes that will catastrophically inhibit our ability to continue to enjoy this community. According to AIRDNA the average length of rental in AirBNB bookings is 3-4 nights. To think a 7-day minimum is acceptable for guests would not be accurate. There are several factors at play, but an obvious one is that most guests cannot afford a 7-day vacation.

When families come to our McFarland community, they regularly stay to spend time with family on our beautiful lake Waubesa, visit other family residing in McFarland, or hosting UW-Madison students in a more family atmosphere, often traveling from outside states.

I believe the value listed surrounding responsibility serves as a reminder that this group has a responsibility to understand all patrons positions and situations. McFarland has a population of nearly 10,000 residents. This group is committing valuable time and resources discussing 12 STR properties. Those values do not seem reflective of where the village time and energy should be spent.

I’m certainly not trying to be combative, but when I evaluate topics I regularly consider the impact they make. I suspect the loudest group of people opposing STR’s are neighbors of the properties? I ask, why should their property use be valued at a higher level than a neighbor who offers STR within their property? A STR resident provides more financial support to the community than properties that choose not to offer their homes to guests.

I currently live amongst several long-term rental properties. I don’t suspect that if I expressed displeasure to the board about letting LTR’s in the community, any action would be taken. To classify as a LTR, it’s 30 days or more....My understanding is LTR’s have no added rules or restrictions compared to any other resident in McFarland. We allow 30 day residents into the community but not 3 days?

My point is this restriction isn’t fair. The Village core value of “Action” says the Village will focus on “real, practical outcomes that serve our residents.” If this ordinance proposal changes it would have a real negative impact on the residents the village is elected to serve. I can appreciate the loudest residents against STR’s would rejoice, but I don’t understand why they are even upset. These guests in our community are not causing negative impact due to noise violations, police calls, or fire response.

The Babcock Park Campground nearly borders my property. That is a STR of

land. I understand that park is in the Town of Dunn but my point is that I don't think this group would alter an ordinance if it was in the Village of McFarland to align with a 7 day stay minimum. Like I said, that would not be right or make sense as most campers stay a weekend (3-4 days) not 7.

Living so close to Babcock, I personally know that property has police response much more regularly than what the STR's in the community have. I know last year I saw police and fire at the property during summer on at least one occasion. I'm not saying anything should or need to be altered there, I'm simply using that to illustrate a point. Camping is STR's and we have it right next door to my property.

Another example could be made about the Wine Bar that just went into town. To be clear, I have no issues with capitalism or local businesses, I do nothing but support them. My point is, if I posed an ordinance to not allow the wine bar to sell more than a single glass of wine because I own a restaurant/bar, I believe the village would laugh me out of this room, with that request. That would have incredible negative impacts to the wine bars ability to operate a successful business in our community. It would be a ludacris idea.

That is the same level of impact a 7 day minimum would have on all existing STR's in our community. To make this change you could argue would be anti-capitalism. I believe local government is here to support small business, not discourage or "kill it." McFarland has no hotels, so guests coming to our community have nearly no options to stay here, other than the 12 STR's the community currently offers.

Due to the extreme negative impact this ordinance change would have on my family, I urge you to consider leaving the ordinance as is. If that is not an option, I would encourage the board to offer a "grandfathering" of all existing licenses in the community. If this group is here to serve all residents, that would be a middle ground that I would suspect could make everyone "happy."

If the village wants to change things into the future, that's different than changing this to existing residents that rely on income from STR's to keep their property. I hope we can trust y'all as elected officials in our community to do the right thing and allow licensed operators to continue operating their business.

In conclusion, if these proposed changes go into effect:

1. This will have a negative economic impact to both the STR property owner, as well as the Village of McFarland and other local businesses.
2. This change will push visitors out of our community to lodge elsewhere, like Madison.
3. This will remove the flexibility we have as homeowners to use our home to help produce revenue to pay for it! It's clear well managed properties have not had disturbances or nuisance complaints.
4. The argument that a 7-day minimum stay would alter guest behaviors is frankly, stupidity. It appears 5 residents submitted feedback and most stated things like noise and safety as concerns. 7 days change those concerns....? Length of stay would NOT alter guest behavior. That's a ridiculous argument that makes those submissions meritless on fact and strictly emotional and illogical.
5. As a board you have a great responsibility that will affect residents and business owners. I feel the relationship between STR and the Village has been super positive, economically fruitful and overall beneficial. Please don't let a few voices in opposition change an ordinance that y'all put in place that is clearly working. Your current ordinance provides positive economics to the Village while yielding no strain on emergency services. At the very least, please consider a grandfathering of existing licenses so any changes would only affect the move forward STR's, not the existing.

I truly appreciate your attention to my letter and overall concern with altering an ordinance that does not appear to be necessary. From all the information I have read on the village website, this is an emotional plea by a few residents living by STR pro

Adam Crowley

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## Follow-Up

Would you like to request direct follow-up from a Village staff member regarding your comment(s)/feedback?

Yes, I would like to be contacted.

How would you like to be contacted by a Village staff member?

E-mail

E-mail Address

[REDACTED]

# Public Notice Feedback - Administration

02/24/2026 8:31 PM (CST)



## Public Notice Feedback

This form is provided for you to provide feedback on the public notification you received. Public feedback will be provided to both staff and governing bodies responsible for decision making.

|                                       |  |
|---------------------------------------|--|
| Last Name (Optional)                  | Simon                                      |
| First Name (Optional)                 | David                                      |
| Address (Optional)                    | 5826 Lake Edge Road<br>McFarland, WI 53558 |
| E-mail Address (Optional)             | [REDACTED]                                 |
| Phone Number (Optional)               | [REDACTED]                                 |
| Project Name, as identified on notice | TRH Ordinance Updates                      |

## Comments/Feedback

Comment(s)/Feedback about the project/initiative

David Simon and Rochelle Simon  
5826 Lake Edge Road  
McFarland, WI 53558

Village of McFarland Public Safety Committee and Village Board  
c/o Village Clerk  
5915 Milwaukee Street  
McFarland, WI 53558

Subject: Public Comment Supporting Proposed TRH Ordinance Changes (March 2 Hearing)

Dear Public Safety Committee Members and Village Board Members,

My name is David Simon, and my wife is Rochelle Simon. We have lived at 5826 Lake Edge Road in the Village of McFarland for the past six years. We are writing to submit public comment in support of the Village's proposed changes to the Tourist Rooming House ordinance:

1. Requiring a 7- day minimum stay for all Tourist Rooming House permits.
2. Limiting Tourist Rooming House operations to 180 days per 365 day period.

There are at least two Tourist Rooming Houses within 500 feet of our home. One is located at 5913 Lake Edge Road, approximately 360 feet away. The other is located at 6008 Lake Edge Road, approximately 500 feet away. The TRH at 6008 Lake Edge Road has repeatedly created nuisance impacts for our household. The TRH at 5913 Lake Edge Road has not caused problems.

The most significant issue is nuisance noise. Tenants at 6008 Lake Edge Road often sit on the pier and play loud music outdoors. Sound carries across the lake and does not dissipate over distance the way it might on land. At times the music is loud enough that it feels like it is coming from next door. This has prevented us from using our own pier to enjoy a quiet evening, and it has caused us to go inside earlier than planned.

We understand that a key purpose of zoning is land use compatibility and separation, including limiting nuisances such as noise, traffic, and parking impacts. A Tourist Rooming House is commercial activity operating within a residential neighborhood. Based on our first hand experience, this use is not compatible with the quiet enjoyment that residents reasonably expect in a residential lakefront setting. In our experience, short term renters tend to have less accountability for their behavior and outdoor noise levels because they are on vacation. If a single home is occupied by vacationers week after week, it can have a dramatic effect on the level of peace in the neighborhood.

Parking is also a concern. Parking on Lake Edge Road is already constrained, especially during the summer. Street parking, visitors, and boat trailers can create congestion and safety issues. Allowing short term rentals without meaningful limits increases turnover and increases vehicle volume.

For these reasons, we strongly support adopting the proposed 7 day minimum stay requirement and the 180 day per 365 day operating limit. In addition, we encourage the Village to consider a cap on the total number of Tourist Rooming Houses and a minimum spacing requirement, such as prohibiting any new TRH permit within 1,000 feet of an existing TRH, to prevent over concentration in residential neighborhoods. We also encourage the Village to continue strengthening the ordinance over time, with enforceable standards that protect residential neighborhoods from nuisance noise and parking congestion.

Thank you for considering our comments and our first hand experience. We appreciate the Village's efforts to protect the character, safety, and quality of life in McFarland's residential neighborhoods.

Sincerely,  
David Simon  
Rochelle Simon

## Follow-Up

Would you like to request direct follow-up from a Village staff member regarding your comment(s)/feedback?

Yes, I would like to be contacted.

How would you like to be contacted by a Village staff member?

E-mail

E-mail Address

[REDACTED]

Steven and Shannon Alf

6114 Overlook Drive

McFarland, WI 53558

February 2, 2026

Dear Members of the Public Safety Committee and  
Village Board,

I am writing to provide input in advance of the  
Committee's discussion regarding the review of the  
Village's Tourist Rooming House (short-term rental)  
ordinance.

As the Village evaluates whether the current ordinance  
continues to meet McFarland's needs, I encourage a  
thoughtful and proactive review that considers how short-  
term rentals affect residential neighborhoods across the  
entire community. In recent years, many nearby  
municipalities have adopted clearer and more  
comprehensive local standards governing short-term  
rentals, particularly around location, concentration, and  
day-to-day operations. McFarland's ordinance is  
comparatively less defined, which can unintentionally

make the Village more attractive to outside investors seeking fewer limitations.

Over time, this dynamic has the potential to impact neighborhood stability, housing availability, public safety resources, and enforcement demands throughout McFarland. These considerations are not limited to any one neighborhood or housing type, but affect residential areas Village-wide.

As part of this initial review, I support the Village exploring whether updates or clarifications are warranted and using every lawful tool available under state law to ensure short-term rentals remain compatible with residential neighborhoods and aligned with McFarland's long-term community goals. This discussion does not need to presume a particular outcome, but it is an important opportunity to evaluate whether the ordinance continues to serve residents effectively.

Thank you for your time, consideration, and service to the Village of McFarland. I appreciate the Committee's willingness to engage in this discussion and consider resident input.

Respectfully,

Steven and Shannon Alf

## Cassandra Suettinger

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**From:** k.carl@charter.net  
**Sent:** Sunday, February 1, 2026 7:09 AM  
**To:** Village Clerk; Ken Boyd; Miguel Pena; Alisa Leamy  
**Cc:** Rick Carl  
**Subject:** Re: Input and Recommendations to McFarland Tourist Rooming House Ordinance

Me again - sorry!!! I can't sleep thinking about what is happening to my little quiet street and worrying about the TRH's pushing me out of the house and neighborhood that I love.

From reading the lawyers notes in the packet for Monday's meeting, it sounds like density caps may not be possible 😞 so sadly we will need to address the issues that will come from all the TRH's on my little street with complaints and regulation. (And hopefully with the banned 1–6 day rentals and 180-day consecutive block rental!)

With that, I hope you will consider increasing our violation section to include zero tolerance violations, lake specific requirements and violations, and a fine structure to match the level of severity and reoccurrence of the violation. I've included an example below for lake property TRH's that I believe is legal for your consideration. (Cassandra - can you include this list in the packet plz. 😊)

Thank you again. I can't tell you how much I appreciate you and your efforts to update our ordinance!!!  
😊😊😊 THANK YOU from the bottom of my heart....

Kathy

### Example: Lakefront Tourist Rooming House Violations & Penalties

#### A. Applicability

These provisions apply to any Lakefront Tourist Rooming House, defined as a Tourist Rooming House located on or within \_\_\_ feet of the ordinary high-water mark of a navigable waterway or having shoreline access, docks, piers, or watercraft facilities.

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#### B. Lakefront-Specific Violations

##### 1. Occupancy & Gathering Violations

| Violation   | Fine            | License Action                       |
|---|-----------------|--------------------------------------|
| Exceeding approved occupancy  | \$500–\$1,000   | Citation                             |
| Exceeding occupancy by $\geq 25\%$ or hosting an unauthorized gathering on shoreline, dock, or pier | \$1,000–\$2,500 | Immediate suspension pending hearing |

## 2. Dock, Pier & Shoreline Use Violations

| <b>Violation</b>                                     | <b>Fine</b>     | <b>License Action</b>                |
|--|-----------------|--------------------------------------|
| Unauthorized gathering on dock or shoreline          | \$500–\$1,000   | Citation                             |
| Use of rafts, floating platforms, or temporary docks | \$750–\$1,500   | Citation                             |
| More than permitted watercraft moored or docked      | \$500–\$1,000   | Citation                             |
| Commercial or party watercraft docked overnight      | \$1,000–\$2,500 | Immediate suspension pending hearing |

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## 3. Noise & Quiet Hour Violations (Lakefront)

| <b>Violation</b>  | <b>Fine</b>     | <b>License Action</b>    |
|---|-----------------|--------------------------|
| Audible noise beyond property boundary during quiet hours | \$500–\$1,000   | Citation                 |
| Amplified outdoor sound at any time                       | \$750–\$1,500   | Citation                 |
| Repeated or egregious lakefront noise violation           | \$1,000–\$2,500 | Suspension or revocation |

*Note:* Noise originating from watercraft associated with the rental shall be deemed noise occurring on the licensed premises.

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## 4. Fire, Alcohol & Water Safety Violations (Zero-Tolerance)

| <b>Violation</b>   | <b>Fine</b>     | <b>License Action</b>                   |
|--|-----------------|---|
| Fireworks, sky lanterns, shoreline fires                   | \$1,000–\$2,500 | Immediate suspension                    |
| Bonfires or prohibited fire pits                           | \$750–\$1,500   | Immediate suspension                    |
| Alcohol-related conduct involving water access             | \$1,000–\$2,500 | Immediate suspension                    |
| Drowning, boating, or water rescue incident tied to rental | \$2,500         | Immediate suspension; revocation review |

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## 5. Emergency Access & Parking Violations

| <b>Violation</b>                                  | <b>Fine</b>   | <b>License Action</b> |
|---|---------------|-----------------------|
| Blocking fire lanes or shoreline emergency access | \$750–\$1,500 | Immediate suspension  |

|   |                 |                      |
|---|-----------------|----------------------|
| Boat trailers or vehicles encroaching ROW         | \$500–\$1,000   | Citation             |
| Failure to provide access to emergency responders | \$1,000–\$2,500 | Immediate suspension |

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## 6. Environmental & Shoreline Protection Violations

| Violation                                   | Fine          | License Action |
|---|---------------|----------------|
| Litter, refuse, or pet waste entering water | \$500–\$1,000 | Citation       |
| Unshielded or excessive shoreline lighting  | \$250–\$500   | Citation       |
| Animals entering neighboring shoreline      | \$250–\$500   | Citation       |

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## C. Escalation & Repeat Violations

- Each day a violation continues constitutes a separate offense.
  - A second violation of the same category within 24 months may result in double fines.
  - Three violations of any kind within a 12-month period may result in license revocation.
- 

## D. Due Process Safeguard (Important)

“Any suspension or revocation imposed under this section shall be subject to written notice and opportunity for hearing in accordance with Village procedures.”

This sentence is critical for legal defensibility.

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## Why this structure works

- ✓ Property-based (lakefront risks)
- ✓ Objective and measurable
- ✓ Proportional penalties
- ✓ Clear escalation
- ✓ Preserves due process
- ✓ Not a zoning ban or density cap

Kathy Carl  
6014 Lake Edge Rd  
McFarland WI 53558

608-235-3648

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**From:** k.carl@charter.net <k.carl@charter.net>

**Sent:** Saturday, January 31, 2026 12:40 PM

**To:** village.clerk@mcfarland.wi.gov <village.clerk@mcfarland.wi.gov>; ken.boyd@mcfarland.wi.gov <ken.boyd@mcfarland.wi.gov>; Miguel.pena@mcfarland.wi.gov <Miguel.pena@mcfarland.wi.gov>; Alisa Leamy <alisa.leamy@mcfarland.wi.gov>

**Cc:** Rick Carl <r.carl@charter.net>

**Subject:** Re: Input and Recommendations to McFarland Tourist Rooming House Ordinance

Hi!

I was just reviewing the packet for Monday's Public Safety Committee meeting and wanted to make you aware of two more neighboring communities with TRH ordinances that include some of the aspects being explored (ex. 180 day limit, 30 day limit for non-owner occupied...) which supports these changes.



Without the same limitations as our neighbors I think we're inadvertently attracting more short-term rentals to our Village - something I think we can agree we want to avoid.

- Middleton: Short-term Residential Rental [Short-term Residential Rental](#)
- Waunakee: Waunakee-Short-Term-Rental-Ordinance [Waunakee-Short-Term-Rental-Ordinance](#)

Thank you again for taking the time to review this!!! My neighbors and I are dreading this summer with all the short-term rentals near our homes... anything you can do to help minimize the impact will be greatly appreciated.

Kathy

Kathy Carl  
6014 Lake Edge Rd  
McFarland WI 53558  
608-235-3648

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**From:** k.carl@charter.net <k.carl@charter.net>

**Sent:** Wednesday, January 21, 2026 10:36 AM

**To:** village.clerk@mcfarland.wi.gov <village.clerk@mcfarland.wi.gov>; ken.boyd@mcfarland.wi.gov <ken.boyd@mcfarland.wi.gov>; Miguel.pena@mcfarland.wi.gov <Miguel.pena@mcfarland.wi.gov>; Alisa Leamy <alisa.leamy@mcfarland.wi.gov>

**Cc:** Rick Carl <r.carl@charter.net>

**Subject:** Input and Recommendations to McFarland Tourist Rooming House Ordinance

Cassandra,

Please find my input and recommendations to our TRH ordinance to include in the Public Safety Committee packet for their next meeting.

Thank you!!! 😊

Ken, Miguel and Alisa,  
As committee chair and Village members on the committee, I am also copying you as my comments are lengthy. 😊  
Thank you for considering!

Sincerely,  
Kathy

Kathy Carl  
6014 Lake Edge Rd  
McFarland WI 53558  
608-235-3648

TO: Cassandra Suettinger, village.clerk@mcfarland.wi.gov

FROM: Christine Olgren, 4518 Bellevue Court, McFarland, WI 53558

SUBJECT: Review of TRH Ordinance, Public Safety Committee Meeting, Feb.2, 2026

DATE: February 2, 2026

I am writing to the McFarland Village Board as a village resident who is concerned about the lack of regulations governing the operation of TRHs (Tourist Rooming Houses) in our community. In my view, regulations serve a critical function in assuring that all parties know the basic rules that apply to the operation of TRHs so they are implemented and maintained appropriately. I live within 500 feet of at least two TRHs, and it currently appears that once a TRH is approved by the Village, local residents have little or no recourse if one creates problems of noise, congestion, safety, maintenance, health, or general operation. In addition, there are no guidelines or ordinances related to the density, or number, of TRHs within a neighborhood. It seems the Village Board can approve as many structures as it wishes, putting at risk a neighborhood's stability, safety, property value, sense of community, and future viability.

It is very important to me to live in a friendly and safe community, and I am happy to have found that in McFarland. I worry that a weak or no ordinance will draw more TRHs to McFarland, upsetting the housing balance. To that end, I urge the committee to review TRH regulations with an eye toward enacting the following:

1. Must be owner occupied for any stays less than 7 days. If the host is not at the home during those stays, then only a total of 30 days of rental are allowed per year.
2. For stays between 7-28 days, no more than 180 days can be operated concurrently as a non-owner occupied dwelling.
3. A TRH density ruling should be developed to protect neighborhoods from being overrun with short-term rentals that endanger stability, safety, public health, and community.

Would you please give the Public Safety Committee members a copy of this memo for their meeting on February 2, 2026 at 6:30. I would appreciate their consideration of my TRH ordinance suggestions.

Thank you,  
Christine Olgren

## Cassandra Suettinger

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**From:** Lisa Dillman <lisa.dillman@charter.net>  
**Sent:** Tuesday, January 20, 2026 4:30 PM  
**To:** Village Clerk  
**Subject:** Feedback on Current TRH rules and suggestions to update the rules to help protect our neighborhoods

Cassandra,

I wanted to provide feedback regarding the possible changes to the village's TRH rules to make them more robust and similar to our neighboring communities. I would like this feedback to be included in the Public Safety Committee packet.

My husband and I are fully in favor of new regulations for Temporary Rooming Houses in the village of McFarland. **The rules serve to protect the community's public health, safety, and general welfare and to protect the stability of its neighborhoods.** We were shocked when we learned that the village had basically abandoned all of the rules it had previously adopted for TRHs. We understand that some of the rules conflicted with state law, but other rules would have helped to preserve neighborhoods that are now being infiltrated with nonowner-occupied short term rentals.

In our neighborhood, we now have 3 nonowner-occupied AirBnBs within 1000 feet of us, with one directly next door. We all have 40 x 100-foot lots and our houses sit mere feet from each other. We are also on a one-way alley with no street parking. To put in a short-term rental with only a 2-night minimum frequently introduces strangers into this congested space. In the small time that the property has rented, we've already had to have 3 different renters turn down the volume (mostly from basically yelling at each other in the hot tub, making it that we can hear their conversation even with all of our doors and windows closed). Recent renters with 2 huge dogs let one of their dogs get loose and my security cameras tracked it in our driveway, and then down the opposite side of our house, ending up in the backyard. I can't even imagine what would have happened if my young grandson was in the backyard. The last renters were 3 eastern European men, one with tattoos over his entire upper body (again, noisy hot tub). Nothing bad happened besides noise, but it's unsettling to have strangers constantly rotating through the next-door property. We are on Lake Waubesa, a privilege that we worked for for years, along with multiple years of looking for a house. We pay very high property taxes for this privilege. Now, as our neighbor who is next door to the AirBnB on the other side said to us, "this summer is going to be a nightmare."

### **Minimum Rules We Would Like to See Enacted:**

- Must be owner occupied for any stays less than 7 days. But if the host is not actually at the home during those stays, then only a total of 30 days of rentals are allowed per year.
- For stays between 7-28 days, no more than 180 days concurrently starting with first stay

### **City of Madison Rules We Would Love to See Enacted:**

- Must be owner occupied, period
- Short-term rental operations are limited to 30 days per licensing year when the Host is off-site. There is no rental day limit when the host is on-site during the rental.

### **Stricter Rules to be Issued or to Retain the Host License:**

- Frequent noise complaints

- Hosts violate local rules (e.g. the host of several airbnbs in McFarland listed and rented the property before he had even applied for a license. This is an AirBnB super host, so he knew exactly what he was doing. Did not take the listing down immediately when contacted by the village. The village still issued him a license). AirBnB was contacted and basically claim they are just a listing service so no enforcement there.
- Hosts ignore zoning rules (e.g. building a retaining wall mere feet from the lake without a permit)

**Suggestion: uncouple the funding for the chamber of commerce and the rooming taxes**

- This seems highly irregular to fund a non-government entity with tax money that is earned by degrading the village's neighborhoods. It is a conflict of interest to fund a business group with funds derived from the negative impact to your residents.

Thank you for your time and consideration. I know many of our neighbors share the same concerns. We are extremely happy that McFarland will be implementing more regulations to help keep our neighborhoods safe and to preserve our tight-knit community. I look forward to joining the public meeting in February.

Lisa and Doug Dillman

January 21, 2026

Dear Public Safety Committee members,

Thank you for taking the time to review the Village's Tourist Rooming House (TRH) ordinance. I appreciate the work that goes into balancing property rights, state law, and the responsibility to protect our neighborhoods, public safety, and community character.

I am writing to formally share my input as part of this review. I apologize in advance for the length of this letter, but I believe these components are needed to preserve our neighborhoods and comply with the law. I have included details describing and defending these changes.

I am recommending that the Village fully exercise its lawful regulatory authority under state law to adopt the strongest protections available. Over the past several years, McFarland has experienced a noticeable increase in Tourist Rooming Houses, particularly in residential and lakefront neighborhoods where homes are close together and impacts are felt immediately and intensely.

I respectfully request that, to the extent feasible, these changes be implemented prior to the July 1 annual TRH renewal process so that all Tourist Rooming Houses are subject to the same enhanced protections.

If there is uncertainty about community support for adopting these protections to the fullest extent allowed by law, I respectfully suggest that this issue could be considered for a referendum to allow residents to vote directly.

I hope we can agree that the growing presence of TRHs has measurable negative impacts on our community. As more dwellings transition from long-term family homes to transient lodging, residents experience:

- Loss of neighborhood stability and community cohesion, including fewer long-term relationships among neighbors. Children growing up near TRHs often lack consistent playmates, classmates, and lifelong friends.
- Increased noise, parking congestion, and nuisance activity, particularly during evenings, weekends, and peak tourist seasons.
- Public safety concerns related to over-occupancy, unvetted occupants, fire risk, and limited emergency access in densely developed areas.
- Environmental and property damage risks along the lakefront, including shoreline degradation, litter, unauthorized shoreline modifications, and improper or excessive use of waterfront infrastructure.
- Reduced availability of long-term housing, as homes are removed from the residential market and repurposed for transient use.

- A growing sense that residential neighborhoods are being converted into de facto hotel districts, altering their intended character and function.
- Increased enforcement and administrative burden on Village staff, police, and emergency services, as transient uses generate a disproportionate number of complaints and service calls relative to permanent residences.
- Strain on local infrastructure, including parking, road access, and public shoreline facilities, that were designed for residential - not commercial - use.

For the first time in over 30 years of living here, many long-term residents - including myself - have begun discussing whether we want to remain in our homes due to the number and proximity of TRHs. That is not a position any community should put its residents in.

Wisconsin's "right-to-rent" statute (Wis. Stat. § 66.1014) limits municipalities in certain ways, but it does not eliminate local control, making my suggestions legal. Municipalities may not impose a total ban on Tourist Rooming Houses but they can:

- Regulate TRHs through zoning, licensing, density, location, and operational standards
- Distinguish between owner-occupied and non-owner-occupied rentals
- Impose Conditional Use Permit (CUP) requirements
- Regulate intensity, concentration, and duration of use
- Retain police powers to protect public health, safety, and welfare

The ordinance protections I am recommending:

- Align our ordinance to the requirements of the law and not more.
- Add regulations to manage TRHs that limit the impact to our community.
  - Limit lakefront TRHs to owner-occupied properties
  - Implement restrictions for non-owner-occupied
  - Implement density requirements
  - Implement additional restrictions for waterfront properties
- Specifies zero-tolerance violations that result in immediate suspension or revocation
- Places our Village residents and community needs above all others.

I believe these are legal because they:

- Permits rentals of 7 or more consecutive days
- Allows at least 180 rental days per year, as required by statute
- Do not impose a municipal-wide ban
- Leaves lawful locations available for TRHs
- Regulates the location and intensity, not the mere act of renting

This approach is consistent with Wisconsin case law and with how other lakefront and residential communities across the State have successfully regulated TRHs.

I believe the goal of our ordinance should be to allow Tourist Rooming Houses only to the extent required by law, while using every lawful tool available to ensure they remain a limited, regulated use and not a substitute for hotels or long-term housing.

My Proposed Ordinance Protections:

#### 1. Definitions & Core Requirements

- Short-Term Rental Definition: Rental of a dwelling for 7–29 consecutive days
- Absolute Minimum Stay: No rental for fewer than 7 consecutive nights
- Annual Rental Day Cap: Maximum of 180 days per consecutive 365-day period  
For purposes of calculating the annual rental day cap, a ‘rental day’ shall mean any calendar day during which the dwelling is occupied overnight by a person other than the owner or the owner’s immediate family, and the owner is not physically present overnight, regardless of whether rental payment is made.

#### 2. Owner-Occupied vs. Non-Owner-Occupied TRHs

- Owner-Occupied TRH: owner maintains their primary residence on-site
- Non-Owner-Occupied TRH: any TRH not meeting the above definition.  
Non-owner-occupied TRHs function more like commercial lodging and warrant stricter regulation.

#### 3. Zoning & Location Controls

- Non-owner-occupied Tourist Rooming Houses shall be prohibited in all residential zoning districts and permitted only within:
  - Mixed-use zoning districts
  - Commercial zoning districts
  - Specifically designated overlay districts expressly established by ordinance
- As a zoning matter, non-owner-occupied Tourist Rooming Houses shall be prohibited on lakefront properties due to heightened public safety, environmental, and neighborhood compatibility concerns.
- The Village may also wish to consider establishing a Lakefront Residential Overlay District to provide additional clarity and enforceability for lakefront regulations. The purpose of such an overlay would be to protect residential character, public safety, environmental resources, and quiet enjoyment in lakefront neighborhoods where lot sizes are small, development is dense, and the impacts of transient occupancy are amplified.

While the recommendations in this letter do not require the creation of an overlay district, adopting one would provide the Village with greater consistency, transparency, and enforcement flexibility.

#### 4. Conditional Use Permit (CUP) Requirement

CUPs provide the Village with flexibility to impose property-specific conditions - such as parking, occupancy, and noise controls - and make enforcement easier, because conditions are formally written into the permit rather than relying solely on general

ordinance provisions. This approach ensures that TRHs operate safely and responsibly, while protecting neighborhood character, lakefront access, and public welfare.

- CUP Required for All TRHs: A Conditional Use Permit shall be required for all TRHs, both owner-occupied and non-owner-occupied.
- Additional Conditions for Non-Owner-Occupied TRHs: The Village may impose more restrictive limits on occupancy, rental days, or operational standards for non-owner-occupied TRHs as allowed under state law.
  - For example, some neighboring communities limit non-owner-occupied TRHs to as few as 30 rental days per year.
- Approval Criteria: A CUP shall be approved only if the applicant demonstrates compliance with all applicable standards, including:
  - Compatibility with surrounding uses
  - Adequate parking
  - Proper spacing from other TRHs
  - Public safety and emergency access
  - History of nuisance or code violations
  - Consistency with the Comprehensive Plan

#### 5. Density, Spacing, and License Caps

- Minimum spacing requirements between TRHs shall not be less than 500 feet
- No more than 5% TRH's allowed per block or zone
- Limit non-owner-occupied TRHs to 3 across the Village
- Special clustering limits for lakefront properties
  - 1 TRH per 1000 linear feet of shoreline
  - No more than 2 TRH's allowed in 10 consecutive homes along the lake or waterfront channels

#### 6. Licensing, Attrition & Non-Transferability

- Annual license expiration and reauthorization
- Licenses do not run with the land
- Automatic termination upon sale or transfer
- Waiting lists when caps are reached
- No permanent grandfathering

#### 7. Occupancy, Parking & Event Limits

- Maximum Occupancy: - 2 persons per lawful bedroom, plus 2 additional persons, not to exceed the maximum occupancy approved in the TRH license or Conditional Use Permit.
- All required parking shall be off-street and located entirely on the licensed premises, except as provided below.
- One (1) on-street parking space may be permitted only if all of the following conditions are met:
  - The street allows legal parking on both sides
  - Adequate on-street capacity exists to serve residents and emergency access

- The allowance is expressly approved as part of the TRH license or CUP.
- Events, parties, weddings, reunions, retreats, or any gathering exceeding the approved occupancy limit are prohibited, whether indoors or outdoors.
- Only registered overnight occupants and their invitees, within the approved occupancy limit, may be present on the premises at any time.
- No TRH shall host events involving paid admission, ticketing, or promotion on social media or rental platforms.
- No portion of a TRH may be used for commercial, instructional, or group activities.

## 8. Lakefront Tourist Rooming House Standards

These additional lakefront-specific standards apply whether or not a Lakefront Residential Overlay District is created, provided they are applied uniformly and objectively to all qualifying lakefront properties. These additional restrictions are needed for lakefront property because:

- Lakefront properties present unique and heightened public safety risks, including drowning hazards, boating accidents, fire risks, and limited emergency access due to narrow lots and shoreline setbacks.
- Noise, light, and activity impacts are amplified over water, traveling farther and affecting a greater number of neighboring properties than in inland residential areas.
- Lakefront lots are typically smaller and homes are located closer together, increasing the likelihood that overcrowding, outdoor gatherings, and unmanaged use will adversely affect neighboring residents.
- Tourist occupancy patterns differ materially from residential occupancy, particularly with respect to late-night activity, alcohol consumption, water access, and group size.
- Lakefront Property Defined  
For purposes of this ordinance, a Lakefront Tourist Rooming House is any Tourist Rooming House that meets one or more of the following criteria:
  1. The property abuts a navigable lake, river, or channel
  2. The property is located within three hundred (300) feet of the ordinary high-water mark of a navigable waterway
  3. The property contains or has access to a pier, dock, boat lift, shoreline access point, or mooring location
  4. The property is subject to shoreland zoning or shoreland setback requirements.
- Enhanced Standards for Lakefront Tourist Rooming Houses  
The following enhanced standards shall apply in addition to all other requirements of this chapter.
  1. Occupancy Limits
    - No Lakefront Tourist Rooming House shall be occupied by more than:
      - Two persons per lawful bedroom, plus 1 additional person,
      - Not to exceed 8 total occupants, regardless of bedroom count.
  2. Quiet Hours & Noise Propagation

- Quiet Hours for Lakefront Tourist Rooming Houses shall be 9:00 p.m. to 8:00 a.m. Central Time.
- No use of outdoor hot tubs allowed during quiet hours.
- Because sound travels farther over water, any noise originating from the property that is audible beyond its boundaries during quiet hours constitutes a violation, regardless of decibel level.
- Noise originating from watercraft, including engines, stereos, shouting, or amplified sound, that is associated with the rental shall be deemed noise occurring on the licensed premises.
- No amplified sound is permitted outdoors, such as on decks, piers, docks, or shoreline areas at any time.

### 3. Waterfront Use Restrictions

- Use of docks, piers, boat lifts, or shoreline areas shall be limited to registered overnight occupants only.
- No gatherings, loitering, or social events may occur on docks or shoreline areas during quiet hours.
- No more than 2 watercraft may be moored, docked, or attached to the property at any time (day use only)
- No commercial watercraft, party barges, or rented pontoon boats may be docked overnight at the property, unless secured in a permanent boat lift.
- Rafts, floating platforms, temporary docks, or other devices intended for group gatherings are prohibited.
- Animals shall not enter the water or shoreline areas of neighboring properties

### 4. Fire & Safety Restrictions

Due to increased fire risk and limited emergency access:

- Bonfires, beach fires, and open shoreline fires are prohibited.
- Fire pits are prohibited where located within forty (40) feet of any shoreline or neighboring lot line.
- Any permitted fire must be actively supervised by a responsible adult at all times and fully extinguished immediately upon completion of use.
- Fires shall not be permitted under conditions where smoke, ash, or embers are likely to enter neighboring properties or structures, including when wind conditions would blow smoke into neighboring windows or living spaces.
- Fireworks, sky lanterns, or airborne ignition devices are prohibited.
- Any violation of this section shall constitute a zero-tolerance safety violation and shall be grounds for immediate license suspension or revocation.

### 5. Environmental & Shoreline Protection

- No litter, refuse, pet waste, or other materials may enter the water or shoreline area.
- Exterior lighting shall be shielded and directed away from the water and neighboring properties.

### 6. Parking, Access & Emergency Clearance

- All required parking shall be off-street and located entirely on the licensed premises.
- Boat trailers must fit fully on-site and shall not encroach on public rights-of-way.
- Driveways, access lanes, and shoreline approaches shall remain unobstructed for emergency access at all times.
- Access to TRH must be available through public access and not cross private neighbor property unless granted and documented as part of the TRH license.

#### 7. Enforcement

- For enforcement purposes, the licensed premises shall include:
  - The dwelling;
  - All yards, decks, patios, shoreline areas;
  - Piers, docks, boat lifts; and
  - Any watercraft associated with the rental while docked or moored.
- Owner Responsibility: The license holder shall be responsible for all conduct of guests, invitees, and animals occurring within the licensed premises, regardless of the license holder's physical presence.

#### 9. Pet Regulations

Pets are allowed in TRHs, but they must be controlled so they do not endanger people, wildlife, or neighboring properties. All pets on a short-term rental property shall be kept under the physical control of a responsible person at all times and shall comply with all municipal leash and animal control ordinances.

- No more than 2 domesticated animals shall be permitted unless otherwise approved by the licensing authority.
- All dogs shall be kept on a physical leash not exceeding 6 feet when outdoors, unless within a fully enclosed fenced area.
- Animals shall not be allowed to roam off the licensed premises.
- Repeated or continuous animal noise, including barking or howling audible beyond the property boundary for more than 10 minutes, shall constitute a noise violation under this ordinance.
- No short-term rental shall allow the presence of any animal that has been designated as dangerous or aggressive by animal control or that poses an immediate threat to persons or other animals.
- The presence of pets shall be disclosed as part of the short-term rental license application. The license holder shall be responsible for ensuring all guests comply with animal control and nuisance regulations.

#### 10. Noise & Neighborhood Impact Regulations

The license holder shall be responsible for all noise and nuisance violations attributable to guests, invitees, or pets, regardless of the license holder's physical presence at the property.

- General Noise: no short-term rental shall create or allow noise, vibration, or disturbance that is audible beyond the property boundary or that unreasonably interferes with the quiet enjoyment of neighboring properties.
- Quiet Hours: 10:00 p.m. to 8:00 a.m. CT, during which any noise audible beyond the property boundary shall constitute a violation.
  - Noise associated with vehicles, including excessive idling, car stereos, slamming doors, revving engines, or boat trailer loading and unloading, that is audible beyond the property boundary during quiet hours shall constitute a violation.
  - Guests shall conduct arrivals and departures in a manner that minimizes noise, including limiting group arrivals, late-night check-ins, early-morning departures, and excessive activity during quiet hours.
  - Excessive noise caused by repeated running, jumping, or heavy foot traffic on decks, docks, stairways, balconies, or similar structures that is audible beyond the property boundary during quiet hours shall constitute a violation.
  - Hot Tubs, Pools, and Fire Pits: Use of hot tubs, pools, fire pits, and similar outdoor amenities shall comply with quiet hours and shall not generate noise audible beyond the property boundary.
- Amplified Sound: The use of amplified sound, including but not limited to speakers, sound systems, televisions, or musical instruments, is prohibited outdoors at all times and indoors during quiet hours if audible beyond the property boundary.
- Outdoor Gatherings: Outdoor gatherings, including but not limited to decks, patios, yards, hot tubs, fire pits, and similar areas, shall not generate noise audible beyond the property boundary during quiet hours.

## 11. Violation Enforcement and Tolerance

### Enforcement

- Certain violations present immediate risks to public safety and therefore warrant immediate suspension or revocation. Zero tolerance safety violations shall be immediately suspended or revoked upon the occurrence of any single violation.
- Escalation Structure of other Violations - 1<sup>st</sup> violation warning, 2<sup>nd</sup> violation fine & potential license suspension and revocation depending on violation severity, 3<sup>rd</sup> violation license suspension or revocation.
- Suspension shall remain in effect pending resolution of any appeal.

### Zero-Tolerance Safety Violations

- Exceeding occupancy by 25% or hosting unauthorized gathering or events beyond licensed limits.
- Violent or Dangerous Conduct on the Premises - Fights requiring police intervention. Use or discharge of firearms. Dangerous drug activity. Violence, Weapons, Drug trafficking
- Aggressive animals - any incident involving an aggressive animal requiring law enforcement or animal control response, such as dog bites or attacks on a human or other animal.

- Using fireworks or sky lanterns
- Alcohol-related incidents involving water access
- Any emergency response related to drowning, fire, or boating incident.
- Interference with emergency response - Blocking fire lanes or hydrants. Failure to provide access codes or keys to emergency responders. Interfering with police, fire, or medical personnel
- Property damage caused by negligent, reckless, or intentional conduct.
- Fire and life-safety violations - Disabled, missing, or non-functional smoke alarms or carbon monoxide detectors and required fire extinguishers. Use of grills, fire pits, or open flames in prohibited areas.
- Operating without a license - owner will not be allowed to apply for a license for 2 full calendar year.
- Fraud or misrepresentation - Fraudulent by providing false or misleading information on a license application, renewal, or inspection. Owner will not be allowed to apply for a license for 2 full calendar years.

## 12. TRH Owner and License Holder Requirements

- Owner Responsibility for Safety and Liability for Guest Conduct  
The license holder is responsible for ensuring that the use of the tourist rooming house does not create a threat to the health, safety, or welfare of neighboring residents or the general public.  
The license holder shall be liable for all conduct occurring on the premises during any rental period, including conduct and violations committed by guests or invitees and animals present on the premises during any rental period.
- License Holder Recordkeeping & Transparency
  - Mandatory logs documenting - the TRH license holder shall maintain accurate and complete records sufficient to demonstrate compliance with this ordinance
    - Dates of occupancy
    - Whether the owner was physically present overnight
    - Number of guests
    - Copies or screenshots of all advertisements, listings, or online postings for the short-term rental
    - A record of any complaints, violations, enforcement actions, and corrective measures taken
    - Records retained for three years
  - Records produced to Village officials within 48 hours upon request.  
Failure to produce records within the required time shall constitute a violation only if the failure is willful or repeated.
- Local Contact Requirement  
A designated local contact shall be available 24 hours per day and shall respond to a verified noise complaint within thirty (30) minutes by phone or in person.

In closing ...

I understand that Tourist Rooming Houses generate some economic activity and may provide funding to organizations such as the Chamber of Commerce. However, tourism funding should not come at the expense of residents' safety, housing stability, or quality of life. If the Village wishes to expand tourism, investment in appropriately located commercial lodging - such as hotels - offers a more sustainable solution than increasing transient occupancy in residential neighborhoods

If there is uncertainty about whether the community supports adopting the most restrictive ordinance allowed under the law, I respectfully request that the Village consider placing this issue on a referendum and allowing residents to vote.

I believe the residents of McFarland want strong protections, clear rules, and enforcement that prioritizes safety and neighborhood livability.

Thank you sincerely for your time, consideration, and service to our community.

Respectfully,

Kathy Carl  
6014 Lake Edge Rd  
McFarland, WI 53558  
[k.carl@charter.net](mailto:k.carl@charter.net)  
608.235.3648

**Dave and Katie Cappozzo**

6018 Lake Edge Rd  
McFarland, WI 53558

February 2, 2026

Dear Members of the Public Safety Committee and Village Board,

We are writing to express our support for the recommendations outlined in the letter submitted by our neighbor, Kathy Carl, regarding revisions to the Village of McFarland's Tourist Rooming House (TRH) ordinance.

We have lived at 6018 Lake Edge Road for the past 12 years and have always valued the stability, safety, and residential character of our lakefront neighborhood. Recently, that character has begun to change. One neighboring property has already incorporated as a short-term rental, and the property on the other side of us is in the process of doing so. Both are expected to be fully operational by this summer, which is when we anticipate the greatest level of disruption.

The prospect of having short-term rentals on both sides of our home is deeply concerning. Lakefront properties are uniquely sensitive to noise, crowding, and safety issues, and these impacts are amplified during peak summer months when rental activity is highest. Increased turnover of occupants, parking congestion, late-night noise, and heavier use of shoreline areas directly affect our ability to enjoy our home and feel secure in our neighborhood.

We believe the Village should use every lawful tool available to regulate Tourist Rooming Houses in a way that prioritizes full-time residents and protects lakefront neighborhoods. We strongly support measures that limit the concentration of TRHs, distinguish between owner-occupied and non-owner-occupied rentals, and establish clear, enforceable standards specific to waterfront properties.

This is not about eliminating short-term rentals entirely. It is about ensuring they remain limited, compatible with residential neighborhoods, and do not overwhelm areas never intended to function as commercial lodging zones. Without stronger protections, the cumulative impact of multiple TRHs in close proximity will fundamentally alter the character and livability of our neighborhood.

We appreciate the Village's thoughtful review of the TRH ordinance and urge you to adopt the strongest protections allowed under state law to safeguard residents, public safety, and the long-term health of our community.

Respectfully,

Dave and Katie Cappozzo



## Public Notice Feedback

This form is provided for you to provide feedback on the public notification you received. Public feedback will be provided to both staff and governing bodies responsible for decision making.

|                                       |  |
|---------------------------------------|--|
| Last Name (Optional)                  | Barber                                     |
| First Name (Optional)                 | Lars                                       |
| Address (Optional)                    | [REDACTED]                                 |
| E-mail Address (Optional)             | [REDACTED]                                 |
| Phone Number (Optional)               | [REDACTED]                                 |
| Project Name, as identified on notice | Short Term Rentals public meeting 3-2-2026 |

## Comments/Feedback

|  |   |
|--|---|
| Comment(s)/Feedback about the project/initiative | <p>We have lived directly adjacent to a short term rental for several years. It has negatively affected the character of the neighborhood. No sense of neighborhood or community. We encourage the Village to consider a policy similar to that adopted for neighborhoods on Lake Kegonsa. They have initiated a 7-180 rule where as the minimum stay is 7 days and the owner can not rent the unit more than 180 days a year. This provides the owner the rights to income as well as protection for the integrity of the neighborhood.</p> <p>Thank you.<br/>Lars</p> |
|--|---|

## Follow-Up

|  |                                    |
|--|------------------------------------|
| Would you like to request direct follow-up from a Village staff member regarding your comment(s)/feedback? | Yes, I would like to be contacted. |
| How would you like to be contacted by a Village staff member?  | E-mail                             |
| E-mail Address   | [REDACTED]                         |

# Public Notice Feedback - Administration

03/01/2026 10:11 AM (CST)



## Public Notice Feedback

This form is provided for you to provide feedback on the public notification you received. Public feedback will be provided to both staff and governing bodies responsible for decision making.

|                                       |                       |
|---------------------------------------|-----------------------|
| Last Name (Optional)                  | Bouffiou              |
| First Name (Optional)                 | Terri                 |
| Address (Optional)                    | [REDACTED]            |
| E-mail Address (Optional)             | [REDACTED]            |
| Phone Number (Optional)               | [REDACTED]            |
| Project Name, as identified on notice | TRH Ordinance updates |

## Comments/Feedback

|  |   |
|--|---|
| Comment(s)/Feedback about the project/initiative | McFarland doesn't have any hotels for visitors. We need places for people to stay - both short and long term. I do NOT see any reason to require a 7 day minimum stay for TRHs and the proposed change offers no reason why we should change to this. Nor do I see a reason to limit days per year. We have a substantial fee attached to having a TRH permit and I think that is enough to encourage owners to be responsible. TRHs are needed in our community, my family has used them and likes them as a visitation option. We also live near a TRH and have no problems with having one in our neighborhood. In short I oppose this ordinance change. |
|--|---|

## Follow-Up

|  |                                    |
|--|------------------------------------|
| Would you like to request direct follow-up from a Village staff member regarding your comment(s)/feedback? | Yes, I would like to be contacted. |
| How would you like to be contacted by a Village staff member?  | E-mail                             |
| E-mail Address   | [REDACTED]                         |



## Public Notice Feedback

This form is provided for you to provide feedback on the public notification you received. Public feedback will be provided to both staff and governing bodies responsible for decision making.

|                                       |                       |
|---------------------------------------|-----------------------|
| Last Name (Optional)                  | Davenport             |
| First Name (Optional)                 | Emily                 |
| E-mail Address (Optional)             | [REDACTED]            |
| Phone Number (Optional)               | [REDACTED]            |
| Project Name, as identified on notice | TRH Ordinance Updates |

## Comments/Feedback

**Comment(s)/Feedback about the project/initiative** To Whom It May Concern:

While I understand and even appreciate the value of tourist rooming house (TRH) operations in certain contexts — and have personally benefited from them when traveling with my own family — I also recognize the unique challenges they can present within a small, close-knit community like ours.

My family chose to live in McFarland for many reasons. Chief among them, was the opportunity to be part of a community where we could truly know our neighbors and be known in return. More specifically, we were drawn to the Idlewild neighborhood because of its strong sense of stability, familiarity, and relational connection. That sense of belonging and rootedness is a defining characteristic of what makes McFarland special to our family.

As the number of TRH operations has increased in our neighborhood, we have observed a corresponding rise in transient occupancy — unfamiliar faces and a revolving door of short-term visitors. While many visitors are respectful, the nature of short-term rentals inherently shifts the character of a neighborhood from one defined by long-term investment to one marked by temporary presence.

It is important to acknowledge that many individuals who choose TRH accommodations do so primarily for cost or proximity to Madison, rather than with any intent to engage meaningfully with the McFarland community itself. While this is entirely understandable from a visitor’s perspective, it does alter the relational fabric of neighborhoods like Idlewild.

If our family had desired a more transient or urban living environment, we would have chosen to reside in a setting that reflects that identity — perhaps within Madison proper or in a more apartment-centered community. However, that is not the character of McFarland that drew us here, nor is it the character we hope to see shaped for its future.

I do not believe that all TRH operations negatively impact neighborhoods. However, I do believe that reasonable safeguards are necessary to preserve the integrity and long-term health of our community. Requiring a seven-day minimum stay is a thoughtful and measured approach that may encourage longer-term visitors who are more likely to engage respectfully and intentionally with the neighborhood during their stay.

For these reasons, I wholeheartedly support the recommended changes put forth by the Village of McFarland.

Thank you for your consideration and for your continued efforts to steward the well-being of our community.

Emily Davenport

## Follow-Up

Would you like to request direct follow-up from a Village staff member regarding your comment(s)/feedback?

Yes, I would like to be contacted.

How would you like to be contacted by a Village staff member?

E-mail

E-mail Address

[REDACTED]



## Public Notice Feedback

This form is provided for you to provide feedback on the public notification you received. Public feedback will be provided to both staff and governing bodies responsible for decision making.

|                                       |   |
|---------------------------------------|---|
| Last Name (Optional)                  | Baumgartner   |
| First Name (Optional)                 | Stacy   |
| Address (Optional)                    | [REDACTED]  |
| E-mail Address (Optional)             | [REDACTED]  |
| Phone Number (Optional)               | [REDACTED]  |
| Project Name, as identified on notice | Tourist Rooming House (AKA Short Term Rentals) Public Hearing |

## Comments/Feedback

|  |   |
|--|---|
| Comment(s)/Feedback about the project/initiative | <p>Dear Members of the Village Board and Plan Commission,</p> <p>I am writing in advance of this evening's public hearing regarding the proposed changes to the Tourist Rooming House ordinance.</p> <p>For over a year, I have managed the short-term rental property located at 6123 Johnson Street in McFarland. During that time, we have operated responsibly, respectfully, and in full compliance with all Village requirements. To my knowledge, there have been no complaints associated with the property. We strictly adhere to occupancy limits and ensure the home is consistently maintained and left in excellent condition.</p> <p>The property was originally purchased with the intention of operating a potential in-home business. Because of its historic charm and character, it was thoughtfully transformed into a short-term rental that preserves the integrity of the home while allowing visitors to experience a unique part of McFarland's character. It has been an incredibly positive and rewarding experience and would truly be a shame to see that opportunity come to an end.</p> <p>The owner of this property, Sarah, has demonstrated a continued commitment to our community. In addition to this home, she purchased another building in McFarland and operates a successful and thriving local business, Pura Vita. Sarah has consistently invested in McFarland and given back to the community in meaningful ways.</p> <p>Our guests are most often families, wedding attendees, and individuals visiting loved ones or attending local events. These visitors directly support McFarland's local economy. They dine at our restaurants, shop at our stores, visit our cafes, and contribute to our small businesses. Just as importantly, they leave with a positive impression of our community and often share their experiences with</p> |
|--|---|

others, encouraging future visits.

I am deeply concerned that restricting short-term rentals to week-long minimum stays and limiting the months they may operate would significantly reduce accessibility for visitors. Many guests do not need or cannot commit to a full week. If these changes move forward, this property would likely need to be sold, as the current model would no longer be sustainable. That outcome would be disappointing given the care, compliance, and positive impact the property has had.

I fully support reasonable regulations that ensure properties are operated responsibly and that neighborhoods remain respected. However, I believe broad restrictions on length of stay and rental months could negatively impact responsible operators and local businesses without addressing documented concerns.

Thank you for your time and consideration. I appreciate the opportunity to share my perspective and look forward to continued thoughtful discussion on this matter.

Sincerely,  
Stacy Baumgartner

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## Follow-Up

Would you like to request direct follow-up from a Village staff member regarding your comment(s)/feedback?

No, I do not wish to be contacted.

**From:** [Anne Byers](#)  
**To:** [Public Safety](#)  
**Subject:** Tourist Rooming House Ordinance  
**Date:** Monday, March 2, 2026 8:05:51 AM

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Good morning,

I am writing in opposition to the proposed changes to the Tourist Rooming House Ordinance.

Thank you,

Anne

Anne Byers  
[REDACTED] McFarland, WI 53558



## Public Notice Feedback

This form is provided for you to provide feedback on the public notification you received. Public feedback will be provided to both staff and governing bodies responsible for decision making.

|                                       |                       |
|---------------------------------------|-----------------------|
| Last Name (Optional)                  | Kamnetz               |
| First Name (Optional)                 | Lindsay               |
| Address (Optional)                    | [REDACTED]            |
| E-mail Address (Optional)             | [REDACTED]            |
| Project Name, as identified on notice | TRH Ordinance Updates |

## Comments/Feedback

|   |   |
|---|---|
| <b>Comment(s)/Feedback about the project/initiative</b> | <p>I would like to support the changes to the current ordinance, providing more restrictions and accountability for tourist rooming houses. A majority of these properties are on Lake Waubesa, which means a large chunk of those are on Card Ave, my street. I moved out of Madison and into McFarland because I wanted a sense of community where I knew my neighbors. That's often why people move to the suburbs. I'm not a wealthy lakefront resident - I am a government employee and I live on the non-lake side of Card. I love my neighborhood and don't want my home to become someone's party destination. Property owners' profit should not be more important to the Village Board than my quality of life within the village.</p> <p>I have already seen disruption from the tourist rooming house across the street from me. People from outside the village treat this like a party vacation, but it's no vacation for me. This is my home where I live and work. I was advised by neighbors who checked with the village that this property was renting and advertising in Airbnb prior to receiving formal village approval. There needs to be a penalty for this and that penalty needs to be enforced. The loud partygoers could even be heard from my backyard on the other side of the street. In the future I will call the police, but in this instance I complained directly to Airbnb on October 15, 2025. The complaint number on file was A77264250.</p> <p>Common sense regulations that would help maintain a sense of community in McFarland with regard to tourist rooming houses are largely not possible due to state law. I get it, your hands are largely tied. So, let's at least make the accommodations that we can. The current village ordinance (or lack thereof) encourages wealthy people to buy up property on our lake. Even small regulations will make buyers think twice and consider options elsewhere. As village leaders, please place our village and community above profit.</p> |
|---|---|

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## Follow-Up

Would you like to request direct follow-up from a Village staff member regarding your comment(s)/feedback?

No, I do not wish to be contacted.

March 3, 2026

Village of McFarland  
Public Safety Committee  
McFarland, WI

Dear Members of the Public Safety Committee,

My name is Dave Cappozzo, and my wife Katie and I live at [REDACTED] in McFarland. Our family moved here in 2014 with our three young children because it was a quiet and safe neighborhood. Lake Edge Road ends in a cul-de-sac, and homes in our area are very close together—approximately 22 feet apart. Until recently, it has been a peaceful, family-oriented neighborhood.

Over the past year, the number of Tourist Rooming Houses (TRHs) in McFarland has increased significantly, particularly on the lake. Currently, 9 of the 12 licensed TRHs in the Village are located on the lake, and additional licenses are under review. With just over 100 homes on the lake within the Village, roughly one in ten lake homes is now operating as a short-term rental.

Within approximately 150 yards of our home there are currently three TRHs, and on March 9th there will be four. At that point we will have short-term rentals directly on both sides of our home, with houses only about 22 feet apart.

Recently, my wife Katie and I were preparing to leave town for the weekend while our [REDACTED]- and [REDACTED]-year-old daughters planned to stay home overnight. The short-term rental next door had renters staying there. Around 3:30 a.m. we were woken up by guests outside yelling and partying in the hot tub. The disturbance was significant enough that I ultimately called the McFarland Police Department to address the situation. Before leaving, Katie found herself giving our [REDACTED]-year-old clear instructions about locking doors and being cautious—something we had never really felt the need to do before in our neighborhood.

This type of situation simply never happened during the previous ten years we lived next to long-term homeowner neighbors.

One benefit of living next to long-term neighbors is the mutual respect that develops over time. Unfortunately, that dynamic is often lost with short-term renters who may treat the property as a place to celebrate or party for a weekend.

As summer approaches, families renting these properties often appear to be coming for a “party on the lake” vacation. When renters know they are leaving the next day or at the end of the week, there is little incentive to consider the impact their behavior may have on surrounding neighbors.

It is unfortunate that residents are put in the position of calling the police simply to maintain basic peace and quiet. We respect and appreciate our police department, but residents should not have to repeatedly rely on them to address issues that rarely occur between long-term neighbors.

In addition to nuisance activity, there is constant turnover of people coming and going—sometimes daily. This is not ideal when you have children at home and chose a neighborhood specifically because it was quiet and residential. If we wanted to live next to something that functioned like a hotel, we would have purchased a home next to one.

We understand the Village cannot ban short-term rentals under Wisconsin state law. However, we strongly support adopting a 7-day minimum stay and a 180-day annual cap for Tourist Rooming Houses. Many surrounding communities have already adopted similar standards to ensure short-term

rentals operate in a way that is compatible with residential neighborhoods.

Our hope is that McFarland will at least bring its ordinance in line with the approach taken by surrounding communities. These limits still allow property owners to rent their homes while reducing the frequent turnover and party-style rentals currently impacting neighborhoods like ours.

As the Village considers this issue, we respectfully ask that the interests of full-time McFarland residents remain the priority. Residents who live here year-round should not feel like they are living next to a revolving door of temporary guests.

Thank you for your time and consideration.

Sincerely,

Dave & Katie Cappozzo

[REDACTED]

McFarland, WI



## Public Notice Feedback

This form is provided for you to provide feedback on the public notification you received. Public feedback will be provided to both staff and governing bodies responsible for decision making.

|                                       |                       |
|---------------------------------------|-----------------------|
| Last Name (Optional)                  | Nelson                |
| First Name (Optional)                 | Sarah                 |
| Address (Optional)                    | [REDACTED]            |
| E-mail Address (Optional)             | [REDACTED]            |
| Phone Number (Optional)               | [REDACTED]            |
| Project Name, as identified on notice | TRH Ordinance Updates |

## Comments/Feedback

Comment(s)/Feedback about the project/initiative

I'd like to voice my concern with putting even MORE regulations and restrictions in our community, when other more pragmatic and logical approaches are within reach. Instead of deferring to the regulations in surrounding cities, let's be innovative and considerate of our overall goals for our community of McFarland at large. Instead of penalizing and restricting respectful and responsible homeowners with a carte blanche stifled approach (as proposed), let's use additions to the permitting process to regulate and monitor the ever growing use of TRH. Not only would policing the proposed restrictions be laborious from an administrative perspective, it is not financially beneficial to the Village either. Conversely, amending the ordinance to include significant fines for infractions of the ordinances would aid in compliance, offset the admin expenses for monitoring this ever growing venture, and address any issues SPECIFICALLY and expediently. No one in this community wants to see disrespectful or un-neighborly behavior; implementing protocols for addressing issues immediately and putting the responsibility directly on the homeowner's to rectify the problem within a timeframe is a more reasonable and feasible. As a homeowner and operator of a TRH, I am always available to my neighbors via text and in my absence, have a point person at the ready to be responsible for any issues. I propose a protocol be implemented and given to each surrounding neighbor to have a means of contact with temporal parameters; giving owners a timeframe to amend any reasonable infractions (parking, noise, etc) with the consequence of fine and revocation of permit as collateral. For example, if guests are playing music too loud outside or being obnoxious; a text directly to the owner from the neighbor should be made and the owner or their representative must address and rectify the problem within "x" hours. If the behavior persists, the owner is fined. If the owner continues to be "non-selective" in their acceptance of guests (guests have a rating system so owners are able to see their reviews and be discerning), apply the three strikes and your out principle and revoke the permit for 12-months. It's a simple approach, is self-monitoring, and dissuades lackadaisical owners from

pursuing this avenue of offsetting the exorbitant costs of home ownership in this difficult economic environment. Thanks for your time and consideration.

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## Follow-Up

Would you like to request direct follow-up from a Village staff member regarding your comment(s)/feedback?

No, I do not wish to be contacted.



## Public Notice Feedback

This form is provided for you to provide feedback on the public notification you received. Public feedback will be provided to both staff and governing bodies responsible for decision making.

|                                       |                                   |
|---------------------------------------|-----------------------------------|
| Last Name (Optional)                  | Rogers                            |
| First Name (Optional)                 | Becky                             |
| Address (Optional)                    | [REDACTED]<br>McFarland, WI 53558 |
| E-mail Address (Optional)             | [REDACTED]                        |
| Project Name, as identified on notice | TRH Ordinance Updates             |

## Comments/Feedback

|  |   |
|--|---|
| Comment(s)/Feedback about the project/initiative | <p>To whom it may concern,</p> <p>Thank you for the opportunity to provide input regarding the review of the Tourist Rooming House (TRH) ordinance. I am submitting comments based on the perspective of the McFarland Chamber of Commerce.</p> <p>We understand and appreciate the Village's desire to balance neighborhood character, safety, and economic vitality. Short-term rentals can create concerns when not properly regulated, and it makes sense to evaluate policies periodically to ensure they reflect community values.</p> <p>That said, we would encourage the Board and Public Safety Committee to carefully consider the broader impact of imposing both a 7-day minimum stay requirement and limiting operations to one 180-day period per 365 days.</p> <p>A mandatory 7-day minimum stay would significantly reduce flexibility for families visiting for long weekends, sporting events, graduations, and other short trips that bring tourism dollars to our community. Especially because of our proximity to Madison, many visitors do not travel for full-week stays, and this requirement may unintentionally push them to neighboring communities instead.</p> <p>Similarly, restricting operations to a single 180-day period each year could substantially impact homeowners who rely on short-term rental income to offset property taxes, rising costs, or seasonal usage of their homes. For some residents, this income makes continued homeownership possible.</p> <p>If concerns center around safety, noise, or neighborhood disruption, we would respectfully suggest focusing on clear enforcement standards, occupancy limits, local contact requirements, and penalties for violations rather than broad restrictions that affect responsible operators. We would appreciate the Village's thoughtful review process and encourage consideration of policies that protect</p> |
|--|---|

neighborhood quality while also supporting property rights and local economic activity.

From the perspective of the Chamber of Commerce, we represent our local business community. The short-term rentals contribute directly to the local economy beyond lodging. They generate room tax revenue that is reinvested back into the community to support free public events, tourism promotion, local programming, and other initiatives that enhance quality of life for residents. Reducing the viability of short-term rentals would likely reduce this revenue stream and, in turn, impact the community benefits it supports.

Thank you for your time and consideration.  
Board of directors,  
McFarland Chamber of Commerce

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## Follow-Up

Would you like to request direct follow-up from a Village staff member regarding your comment(s)/feedback?

No, I do not wish to be contacted.

Dear Village Board Members,

We are writing as licensed short-term rental owners in the Village of McFarland to respectfully comment on the proposed change requiring a seven-night minimum stay for short-term rentals among the other restrictive changes being considered for Tourist Rooming Houses.

For reference, my wife and I are almost 30 years residents of this community.

We have owned and operated our property as a legally licensed short-term rental for over three years, holding all required licenses from both the Village of McFarland and Dane County. Throughout this time, we have operated responsibly, complied with all applicable regulations, and maintained a strong record with no ongoing issues or complaints.

It is important to note that we have NEVER had a noise complaint, police call, angry neighboring concerns or any property damage at our rental – Not one. In fact, we have had neighbors explicitly tell us that our rental is “very nice and we don’t even know anyone is there” and have subsequently apologized for raising early concerns when we began our TRH operation.

Our rental primarily serves weekend visitors attending University of Wisconsin–Madison events such as Badger football games, graduation ceremonies, and other weekend activities in the Madison area. These visitors contribute directly to the local McFarland economy by dining at local restaurants, shopping at local businesses, and supporting area services. Weekend stays are the core of our rental model, and a seven-night minimum stay would effectively eliminate our ability to continue operating in any meaningful way and serve as primarily a overall ban on our property's use.

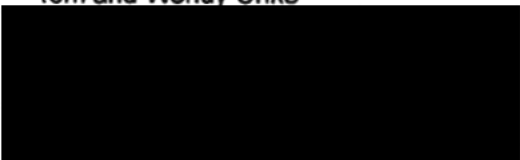
We are concerned that the proposed requirement would function as a de facto prohibition on our existing, lawful use of the property. We are against any changes to the current ordinance – an Ordinance that served as the basis for us buying this property. Given that we were licensed and operating well before this proposed change, we respectfully request that IF the Village considers any ordinance that they do so allowing for grandfathered status of existing TRH license holders. Grandfathering currently licensed short-term rentals or adopting a more moderate minimum stay requirement would still address community concerns without eliminating established businesses who have done so legally and respectfully.

Additionally, we understand that only 10 or so existing licenses exist in this community. Certainly, this doesn't seem to rise to a significant issue currently. We hope that the board fairly and objectively supports us minority group as equally as other concerned residents when considering any changes.

We value being part of the McFarland community and take seriously our responsibility to be good, respectful neighbors. We believe there are reasonable and existing alternatives — such as enhanced enforcement of existing noise, parking, and occupancy rules — that can easily address any potential concerns without imposing a blanket restriction that disproportionately impacts compliant and existing TRH license holders.

Thank you for your time and consideration. We appreciate the opportunity to provide input and would welcome continued dialogue as the Village evaluates alternatives to existing TRH ordinances.

Sincerely,  
Tom and Wendy Unke



3/2/26

Christine Olgren, [REDACTED], Mcfarland

Thank you for scheduling this public hearing for input into the review of Mcfarland's ~~Tourist Rental Housing~~ ordinance due to the growth in tourist rentals. *TRH*

The village is suggesting two changes in regulations: a 7 day minimum stay, and limiting the rental period to 180 days. The suggestions are helpful, *& I SUPPORT THEM* but will they solve the problems of tourist rental density in some neighborhoods and no-host situations where a property owner or agent is not present during a rental stay? Even with the 180 day restriction on rentals, it leaves a gap of 180 days when a unit can be rented but no host is present as a monitor. The no host situation opens the door to permit violations, parties, noise, traffic, excess guests, property damage, and safety concerns that can have a big impact on neighbors living nearby, policing agencies, and the quality of community life overall.

Other WI communities are also trying to deal with these challenges. WI Dells, for example, is trying a two-tier zoning, one for residential short-term rentals with owner-occupants and another for commercial rentals with non-occupant owners. Monona and Verona have apparently added restrictions to their ordinances to say a short term rental must be the primary residence of the property owner, and if the owner or agent is not present at the unit, rentals are capped at 30 days per license year. While owner-occupancy may raise questions with the Right to Rent Law, perhaps the law itself

needs review given the growth in short term rentals. As the Right to Rent law states, “If the owner does not live on site, stricter regulations apply...or additional local permits or restrictions...such as the City of Madison’s Zoning TRH Permit limiting short term rentals to the host’s primary residence.

In closing, I support the 7-day and 180 day requirements. I also urge McFarland to pursue the following:

1. Further exploration into regulating owner occupancy of short-term rentals, given changes in the marketplace.
2. A 30-day cap per license year on short-term rentals when an owner or agent host is not present at the unit.
3. Improvements in communications, such as clear procedures for reporting and recording permit and nuisance violations, 3 strike revocation of permits, increased permit fees, increased fines, helplines, and liaisons linking residents, police, and village staff.

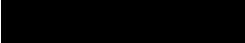
Thanks for your consideration.

TRH Meeting Comments, March 2, 2026

**From:** [Christopher Goodrich](#)  
**To:** [Village Clerk](#)  
**Subject:** April 9th meeting  
**Date:** Tuesday, March 31, 2026 6:01:43 PM

---

I support the proposed TRH ordinance updates.

Christopher Goodrich  


[Sent from Yahoo Mail for iPhone](#)



## Public Notice Feedback

This form is provided for you to provide feedback on the public notification you received. Public feedback will be provided to both staff and governing bodies responsible for decision making.

Last Name (Optional) Graham

First Name (Optional) Dawn

Address (Optional) [REDACTED]

E-mail Address (Optional) [REDACTED]

Project Name, as identified on notice TRH Ordinance

## Comments/Feedback

**Comment(s)/Feedback about the project/initiative** Initially I supported this ordinance change, only to learn that because some developers came to the meeting, the board decided to cave to special interests and walk back the changes. I also submitted my feedback, but it somehow did not make it into the packet per my neighbors. I am appalled that the village does not care more about its community and actual residents. For the record, I am stating my support to the ordinance per the changes proposed in February. I live within a stone's throw of 4 of these now. How many more do we need? Is it that much of a boon for the Village to inconvenience its tax paying residents in favor of conglomerates? You do realize there is a housing shortage here, and TRH only accerbate the issue. Im not against renting, but how about these TRH get rented long term to alleviate an actual issue facing the community, not just for rich vacations.

**Comment(s)/Feedback about action or response required from me in regard to the notice** restating previous support for changes in TRH ordinance to require 180 days, 7 day mininum

## Follow-Up

Would you like to request direct follow-up from a Village staff member regarding your comment(s)/feedback?

No, I do not wish to be contacted.

**From:** [Eric Green](#)  
**To:** [Village Clerk](#)  
**Subject:** Support for proposed TRH ordinance  
**Date:** Thursday, April 2, 2026 10:31:47 AM

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Dear Members of the Public Safety Committee,

I am writing to express my support for the proposed ordinance establishing reasonable limits on short-term rentals in McFarland.

Based on the information provided in the community notice , the proposed approach—a 7-night minimum stay and a cap of 180 rental days per year—aligns with what many surrounding communities have already implemented. This feels like a balanced and practical step that allows homeowners to continue renting their properties while also protecting the long-term stability of our neighborhoods.

As a resident, I am particularly concerned about the rapid increase in short-term rentals and the potential impacts noted, including increased noise, traffic, and the gradual loss of neighborhood character. The fact that McFarland currently has fewer restrictions than neighboring lake communities makes it especially important that we act now to establish thoughtful, reasonable guidelines.

I believe this ordinance strikes the right balance between property rights and community well-being. I respectfully encourage the Committee to recommend approval of these measures.

Thank you for your time and consideration.

Eric Green

, McFarland, WI 53558



## Public Notice Feedback

This form is provided for you to provide feedback on the public notification you received. Public feedback will be provided to both staff and governing bodies responsible for decision making.

|                                       |   |
|---------------------------------------|---|
| Last Name (Optional)                  | Gunderson   |
| First Name (Optional)                 | Monica  |
| Address (Optional)                    | [REDACTED], McFarland, WI 53558<br>[REDACTED]<br>[REDACTED] |
| E-mail Address (Optional)             | [REDACTED]  |
| Phone Number (Optional)               | [REDACTED]  |
| Project Name, as identified on notice | RH Ordinance Updates  |

## Comments/Feedback

|  |   |
|--|---|
| Comment(s)/Feedback about the project/initiative | <p>I've been thinking a lot about the discussion last night surrounding the proposed short-term rental ordinances and the broader desire to preserve what makes McFarland special as stated by a committee member several times.</p> <p>What keeps coming to mind for me is the history of Lake Waubesa. This shoreline was not originally built as a private, closed residential enclave. It was a place people traveled to with resorts, cabins, summer gatherings, fishing weekends. The lake has long been a destination.</p> <p>In many ways, visitors having access today is not a departure from our roots and actually a return to them.</p> <p>That said, I do not support the proposed ordinances as written. A mandatory seven-day minimum and 180-day cap feel restrictive in a way that may not solve the real issues at hand. I believe we should be careful about overcorrecting in ways that limit property rights and economic opportunity without clear evidence that such limits improve outcomes.</p> <p>I absolutely support thoughtful systems that ensure safety, accountability, and respect for neighbors. For example, I believe every short-term rental should be required to post a clearly visible sign by the front door identifying the property owner and providing a 24-hour local contact phone number. Ownership transparency and immediate accessibility go a long way in preventing and resolving concerns quickly. Clear standards around noise, parking, and occupancy can be enforced without broadly restricting access.</p> <p>To me, preservation doesn't mean exclusion. It means stewardship. It means</p> |
|--|---|

setting expectations that protect neighborhood integrity while honoring the lake's long-standing role as a place of gathering and access.

I appreciate your leadership and your care for this community. I hope we can continue to ask strong questions and pursue solutions that are balanced, fair, and aligned with both our history and our future.

Best,  
Monica

## Follow-Up

Would you like to request direct follow-up from a Village staff member regarding your comment(s)/feedback?

Yes, I would like to be contacted.

In order for the Village to be sure to route your request for follow-up correctly, please specify what questions/issue you have for which you would like a Village staff member to follow-up?

I would like acknowledgement that this has been received and a quick conversation to review the history timeline of lake shorelines.

How would you like to be contacted by a Village staff member?

Phone

Phone Number

██████████

To the Public Safety Committee and larger Village Board,

I am writing to follow up on the public hearing held on March 2 regarding tourist rooming houses in McFarland. After listening to the discussion that evening, I left concerned that the long-term impacts on our residential neighborhoods may not be receiving the careful consideration they deserve. My concern is not about tourism, nor is it about opposing property ownership. The real issue is how residential housing stock in McFarland is used. The question before the board is whether homes in our residential lake districts will primarily serve as places where people live and participate in the community, or whether they will increasingly function as investment-driven short-term lodging. In McFarland, this question is particularly relevant to our lakefront communities.

During the hearing, several speakers referred to tourist rooming house operators as “small business owners.” While I understand and respect the desire to support entrepreneurship, homes located in residential districts are fundamentally different than traditional businesses. They exist within neighborhoods that were designed and zoned for people who live there year-round. The interests of a small number of property owners operating short-term rentals should not outweigh the interests of the many residents who rely on the stability and continuity of their neighborhoods.

It is also important to recognize that many tourist rooming houses are second properties owned by individuals who may or may not live in McFarland. Many surrounding lakefront municipalities have already recognized these challenges and taken steps to regulate short-term rentals. Anyone purchasing a second property for this purpose should reasonably anticipate that regulation is possible. These purchases are, by nature, speculative investments and carry some level of regulatory risk. Policy decisions intended to protect the long-term stability of residential neighborhoods should not be viewed as unfairly targeting property owners, but rather as part of the normal process of local governance and planning. While ownership itself is not the issue, the cumulative effect is that housing which could otherwise support long-term residents, families, and school enrollment is instead converted into transient lodging.

After all, once a neighborhood begins to transition toward short-term rental investment, the change can be extremely difficult to reverse. Homes that might otherwise be purchased by residents who intend to live here become part of a market driven by rental income potential instead. Over time, that shift erodes the neighborhood stability that makes communities like ours desirable places to live. In fact, one of the reasons I chose to move from Madison to McFarland was precisely because of the strong sense of neighborhood here. Our block hosts gatherings, celebrates holidays together, and neighbors know one another. These relationships form the foundation of a healthy community. When homes become rotating vacation rentals with frequent turnover, that stability inevitably declines – even if the short term rental tenants are quiet and don’t cause any police issues.

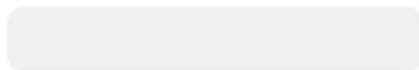
Evidence that this shift is already occurring can be seen in current real estate marketing. I have included a screenshot below of a nearby property listing in my McFarland neighborhood which explicitly advertises the home’s proximity to the lake and highlights its potential as a short-term rental investment.

🏠 **Property details**



Welcome to 4512 Larson Street in McFarland- where lifestyle, location, and opportunity come together. Located less than 200 feet from Lake Waubesa, this home puts you just steps from the water, making it perfect for enjoying all your spring and summer lake activities. Inside, you'll find a functional open layout, spacious living areas, and a comfortable primary suite. The home also features a reverse osmosis system for clean, high-quality water throughout. Step outside to your heated patio-no more dealing with snow when heading out during winter months. With its unbeatable proximity to the lake, this property also offers strong potential as a short-term rental or weekend getaway. Live, invest, and enjoy the lake life-all in one.

Show less



🗨 Interior

Contact agent

Schedule tour



When homes in residential neighborhoods are marketed this way, it signals to investors that McFarland housing is a business opportunity rather than a place to live. That signal encourages further investment-driven purchases, accelerating the trend.

Given the constraints already imposed by Wisconsin law, the regulations currently under consideration represent a reasonable and balanced response that is already working for our neighboring municipalities. Limiting rentals to a minimum stay of seven days and capping rental activity to 180 days per calendar year allows some flexibility for property owners while helping preserve the residential character of our neighborhoods. Of these two proposals, the seven-day minimum rental period is particularly important. Weekend-style rentals create the highest turnover and have the greatest impact on neighborhood stability. A seven-day minimum helps reduce that constant churn while still allowing limited vacation use of properties.

I respectfully encourage the board to adopt both of these regulations. Acting now will help ensure that McFarland remains a community where people live, build relationships, and participate in civic life. Once residential housing begins to shift permanently toward short-term rental investment, it becomes extraordinarily difficult to restore the balance.

Thank you for your careful consideration of this important issue.

Very respectfully,

Lindsay Kamnetz

██████████  
McFarland, WI 53558

**From:** [Kevin Lodholz](#)  
**To:** [Village Clerk](#)  
**Subject:** Short-term Rental Limits  
**Date:** Sunday, March 29, 2026 2:54:01 PM

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Hi

Just learned about this. Why does every neighboring community impose limits, but we do not? Seems like a no-brainer. We are a great waterfront community with some of the best schools which makes us desirable. This does not

I would like to support the ordinance to limit STRs to a 7-night minimum stay and 180 consecutive days per year.

Regards,

Kevin Lodholz



**From:** [Miller Family](#)  
**To:** [Village Clerk](#)  
**Subject:** Trh proposal  
**Date:** Thursday, April 2, 2026 9:07:09 AM

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I support the trh proposals. I live in the village and let's keep it a nice quiet community.  
Denise miller

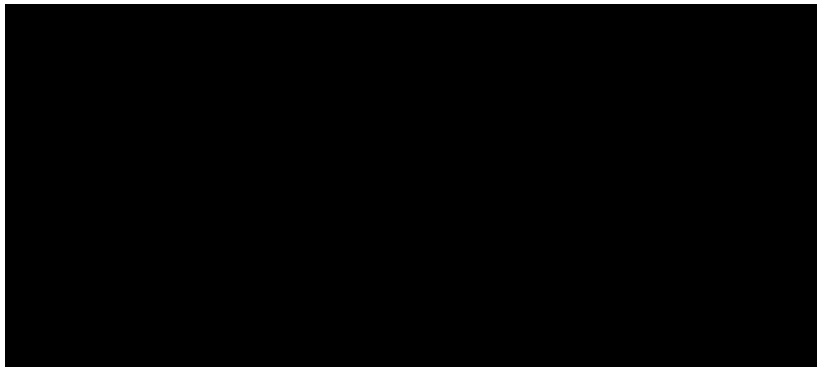
Get [Outlook for iOS](#)

**From:** [Jennifer Pagels](#)  
**To:** [Village Clerk](#)  
**Subject:** I support the TBH ordinance  
**Date:** Thursday, April 2, 2026 8:05:48 AM  
**Attachments:** [image003.png](#)

---

We currently live in McFarland at [REDACTED] (Pagels family).  
I'm writing to let you know that we support the TBH ordinance. I do not want to shut down short term rentals completely, but I do support putting some rules in place so that the residents of McFarland are not surrounded by "commercial" properties on a full time basis.

Thank you.  
Jennifer Pagels



**From:** [Tracy Quamme](#)  
**To:** [Village Clerk](#)  
**Subject:** Proposed ordinance  
**Date:** Wednesday, April 1, 2026 6:44:52 PM

---

I support the proposed TRH ordinance updates. I prefer to limit short term rentals in neighborhoods.  
Thank you,  
Tracy Quamme

**From:** [David Roahen](#)  
**To:** [Village Clerk](#)  
**Cc:** [Lucy Flesch](#)  
**Subject:** McFarland's Tourist Rooming Housing (TRH) Ordinance  
**Date:** Tuesday, March 31, 2026 4:13:26 PM

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Casandra Suettinger,

My wife and I support the proposed TRH ordinance updates.

Thank you.

David Roahen  
Lucy Flesch-Roahen  
[REDACTED]  
McFarland, Wi  
53558



## Public Notice Feedback

This form is provided for you to provide feedback on the public notification you received. Public feedback will be provided to both staff and governing bodies responsible for decision making.

|                                       |                                   |
|---------------------------------------|-----------------------------------|
| Last Name (Optional)                  | Simon                             |
| First Name (Optional)                 | David                             |
| Address (Optional)                    | [REDACTED]<br>McFarland, WI 53558 |
| E-mail Address (Optional)             | [REDACTED]                        |
| Phone Number (Optional)               | [REDACTED]                        |
| Project Name, as identified on notice | TRH Ordinance Updates             |

## Comments/Feedback

Comment(s)/Feedback about the project/initiative

David and Rochelle Simon  
[REDACTED] [REDACTED]  
McFarland, WI 53558

Village of McFarland Public Safety Committee and Village Board  
c/o Village Clerk  
5915 Milwaukee Street  
McFarland, WI 53558

Subject: Request for Additional TRH Restrictions to Protect Neighborhood Quality of Life

Dear Public Safety Committee Members and Village Board Members,

My name is David Simon, and my wife is Rochelle Simon. We live at [REDACTED] [REDACTED] in McFarland. We are writing again to express our strong support for placing additional restrictions on Tourist Rooming Houses to protect the quality of life in McFarland's residential neighborhoods.

We ask that you please consider these two questions:  
First: Do Tourist Rooming Houses affect the quality of life of McFarland neighborhoods? The answer is undeniably, YES. This is a fact.  
Second: Is that effect positive or negative? In our experience, the answer is definitely NEGATIVE.

When voting on this matter, please think about how you would feel if a TRH was next door to your own house.

Short term rentals are a commercial use operating within residential

neighborhoods. They increase turnover, reduce accountability, and amplify nuisance impacts such as noise and parking congestion. Over time, the cumulative effect is that neighborhoods feel less stable and less livable for full time residents.

If McFarland does not take clear steps to limit this incompatible land use, the number and intensity of Tourist Rooming Houses will continue to grow. Neighboring communities such as Madison, Middleton, and Monona have taken steps to manage and limit short term rentals by requiring a 7-day minimum stay for all Tourist Rooming House permits, and limiting Tourist Rooming House operations to 180 days per 365 day period.

We encourage McFarland to do the same so that Tourist Rooming Houses do not overrun residential areas and degrade the quality of life that residents expect and value.

Thank you for your continued work on this issue and for considering our perspective.

Sincerely,  
David Simon  
Rochelle Simon

## Follow-Up

Would you like to request direct follow-up from a Village staff member regarding your comment(s)/feedback?

Yes, I would like to be contacted.

In order for the Village to be sure to route your request for follow-up correctly, please specify what questions/issue you have for which you would like a Village staff member to follow-up?

Hello. This is for the packet for the April 9th Public Safety Committee Meeting. Please acknowledge receipt. Thank you!

How would you like to be contacted by a Village staff member?

E-mail

E-mail Address

[REDACTED]

**From:** [Scott Smith](#)  
**To:** [Village Clerk](#)  
**Subject:** Support for Reasonable Updates to Short-Term Rental Ordinance  
**Date:** Tuesday, March 31, 2026 9:17:34 AM

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Dear Ms. Suettinger,

I am writing as a McFarland resident to express my support for thoughtful, balanced updates to the Village's Tourist Rooming House (TRH) ordinance.

I believe short-term rentals can play a positive role in our community. They provide flexibility for homeowners, support tourism, and allow visitors to experience McFarland and our lakes. At the same time, it is reasonable for the Village to establish guardrails that preserve the character, stability, and livability of our neighborhoods - particularly in areas where homes are in close proximity.

In that context, the proposed framework of a 7-night minimum stay and a 180-day annual cap strikes me as a measured and appropriate approach. It does not prohibit short-term rentals, but it does meaningfully distinguish between occasional use and full-time commercial operation within residential neighborhoods. That distinction is important to maintain the sense of community in our neighborhoods.

From a policy perspective, these limits appear consistent with what many surrounding communities have already implemented. Aligning McFarland with those standards helps ensure we are not an outlier in a way that unintentionally encourages disproportionate growth or clustering of short-term rentals in our Village.

More broadly, I think it is important that any regulatory approach balances three objectives:

- Allowing reasonable property use and flexibility for homeowners
- Protecting neighborhood stability and quality of life for full-time residents
- Providing clear, enforceable rules that are fair and predictable

The proposed updates appear to move the Village in that direction. They are moderate, understandable, and grounded in maintaining a healthy long-term balance rather than reacting in a restrictive or punitive way.

Thank you for your work on this issue and for considering community input. I appreciate the Village's effort to approach this thoughtfully.

Scott Smith



**From:** [Valerie Thrush](#)  
**To:** [Village Clerk](#)  
**Subject:** April 9th meeting  
**Date:** Tuesday, March 31, 2026 6:06:10 PM

---

I support the proposed TRH ordinance updates. Thank you.

Valerie Thrush  


**From:** [Wendy Unke](#)  
**To:** [Village Clerk](#)  
**Subject:** Please preserve the less than 7 day rental for current community residents  
**Date:** Thursday, April 2, 2026 1:10:54 PM

---

Dear Members of the Village Board,

I am writing regarding the proposed Short-Term Rental (STR) ordinance establishing a seven-night consecutive minimum stay and a 180-day annual rental limit. (More strict than any other community currently). As a responsible STR owner who has successfully operated for the past five years without a single incident or complaint, I respectfully ask the Board to reconsider how this ordinance would affect compliant property owners like myself.

During my years of operation, I have taken pride in being a good neighbor and a responsible member of this community. My property is well maintained, guests are carefully screened, and I have consistently ensured that renters respect local rules, noise expectations, and neighborhood standards. To my knowledge, there have been no disturbances, violations, or enforcement issues associated with my rental.

The proposed restrictions would effectively shut down my small business despite its proven record of responsible operation. It is difficult to understand why long-standing, compliant owners should face the same limitations as properties that might generate complaints. I believe zero complaints have been recorded. Regulations intended to address specific problems should be carefully tailored so they do not unintentionally penalize those who have demonstrated accountability and respect for the community.

Short-term rentals also provide tangible benefits to the village. Guests support local restaurants, shops, and services, contributing to the local economy and helping sustain small businesses. Responsible STR owners invest significantly in property upkeep, taxes, and local spending, which benefits the broader community.

I fully support reasonable regulations that address legitimate concerns such as noise, parking, and safety. However, I respectfully encourage the Board to consider alternative approaches that balance neighborhood quality of life with property owners' rights, such as:

- Performance-based standards that address nuisance behavior rather than imposing blanket limits
- Enforcement measures targeting problem properties rather than compliant operators
- Grandfathering provisions for established STRs with clean compliance histories
- A permitting or review process that rewards responsible ownership

Public policy is most effective when it addresses actual problems while preserving fairness and proportionality. A one-size-fits-all restriction risks eliminating responsible small operators while doing little to address isolated issues.

I respectfully ask the Board to consider revisions that protect neighborhood character while allowing proven, responsible STR owners to continue operating. Grandfathering us in would do this.

Thank you for your time, service, and thoughtful consideration of community perspectives.

Sincerely,

Wendy Unke

[REDACTED] McFarland WI 53558 (STR)

[REDACTED] McFarland WI 53558 (residence)


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**From:** [Steven Alf](#)  
**To:** [Village Clerk](#)  
**Subject:** I support the proposed TRH ordinance updates  
**Date:** Wednesday, April 1, 2026 5:01:25 PM

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As a long time McFarland resident it's important we protect this community.

Sincerely  
Steven Alf

  
McFarland Wi 53558

Sent from my iPhone

**From:** [Sofia Alf](#)  
**To:** [Village Clerk](#)  
**Subject:** I support the proposed TRH ordinance updates  
**Date:** Wednesday, April 1, 2026 5:37:11 PM

---

I support the proposed TRH ordinance updates.

As a longtime resident of McFarland and a recent graduate of McFarland High School, I care deeply about protecting this community. I am concerned that if short-term rentals continue to increase, the strength of our community and our school system could be negatively affected. A decrease in permanent residents may weaken the sense of spirit and pride that makes McFarland such a special place to live.

It is important that those staying in our community respect it in the same way that permanent residents do. Unfortunately, that is not always the case. Issues such as littering and a general lack of care for the area not only impact the appearance of our village but can also harm our local environment.

Having grown up here, I know how much residents value preserving both the character of our community and the health of our environment. We consistently take steps to protect and improve it for future generations. Allowing more short-term rentals could weaken the progress we've made and create challenges that many of us genuinely care about.

Sincerely  
Sofia Alf  
[REDACTED]r  
McFarland Wi 53558

**From:** [Jackie Michaelis](#)  
**To:** [Village Clerk](#)  
**Subject:** TRH Ordinance  
**Date:** Wednesday, April 1, 2026 4:38:14 PM

---

Cassandra Suettinger:

I support the proposed TRH Ordinances.

Thank you.

Steve & Shannon Alf

**From:** [REDACTED]  
**To:** [Village Clerk](#)  
**Subject:** Short term rental limits  
**Date:** Thursday, April 2, 2026 11:10:23 AM

---

I support the proposed changes to the current ordinance to increase restrictions and accountability for tourist rooming houses.

We live on [REDACTED] and have become surrounded by short-term rentals. What was once a quiet, friendly neighborhood has turned into a revolving door of visitors, parties, and unfamiliar people. The constant flow of tenants, cleaners, contractors, and property managers has increased traffic, noise, and a general sense of unease. Large groups, such as wedding parties, bring even more people and cars to the homes.

I'm particularly concerned about safety. On two occasions, an intimidating pit bull cornered or startled me while I was working outside. I later learned the dog belonged to a contractor at a nearby rental. Because I no longer know who owns these properties, there is no one to address these issues with directly.

For these reasons, I support tighter regulations to help preserve the safety, character, and stability of our neighborhood.

Sincerely,  
Neighbor on [REDACTED] (would like to remain anonymous)

**From:** [Kitty Brussock](#)  
**To:** [Village Clerk](#)  
**Subject:** Proposed TRH ordinance updates  
**Date:** Saturday, March 28, 2026 8:07:50 PM

---

Hello Cassandra and, also, Members of the Board,

I wish to put my full support behind the proposed TRH ordinance updates.

Reason being:

My good neighbors have been made to feel uncomfortable and unsafe in their own homes. The continual short-term turnover of strangers next door and the loud, late-night partying is disrupting the quiet enjoyment of their own homes.

Sincerely,  
Kitty Brussock



To the Public Safety Committee and Village Board,

I would like this letter and attached documents to be included in the packet for the Public Safety Committee meeting on April 9th.

After the March 2nd meeting, I left feeling concerned that the discussion was leaning more toward the interests of Tourist Rooming House (TRH) owners than the experiences of residents. For many of us, this issue directly impacts our ability to comfortably live in our primary homes—where we raise our families, work, and go to school—next to properties that are increasingly being used as non-owner-occupied, short-term rental investments.

Following that meeting, I took time to better understand how McFarland compares to other Dane County communities. What I found was clear: McFarland is currently the only lake-access community in Dane County that has not implemented these additional guardrails—a 7-day minimum stay and a 180-day annual cap. I have attached a map and supporting information that illustrate this. As a result, McFarland is becoming increasingly attractive to investors seeking fewer restrictions.

While the current ordinance includes a 7-day minimum for non-resident owners, this approach appears difficult to enforce and easy to work around. Of the 14 licensed TRHs in the village, 12 are claiming residency, and several raise questions about whether they meet that definition. Without clearer, more consistent standards, enforcement becomes challenging and places an ongoing burden on village staff.

The growth we are seeing is significant. Since August 19, 2024, the number of TRHs in McFarland has doubled—from 7 to 14 in just 19 months, including two new licenses since this referral was introduced. This is not just a reflection of organic growth, but a clear trend driven by investor interest. We are seeing homes actively marketed by real estate agents as short-term rental investment opportunities, and we have experienced this firsthand with our own next-door property. We have also seen this in the marketing of brand-new homes and heard from new neighbors who were outbid by investors, though in this case the sellers chose to accept the lower offer in order to sell to a family. Even with efforts like this, the level of investor demand makes it clear that this trend will continue without reasonable guardrails in place.

Given McFarland's proximity to Madison and its lake access, it is reasonable to expect continued growth in short-term rentals if limits are not put in place. The proposed 7-day minimum stay and 180-consecutive-day annual cap are not extreme measures—they are consistent with what surrounding communities have already adopted and represent a balanced approach to protecting neighborhood stability while still allowing short-term rentals to operate.

At its core, this is about maintaining the character and livability of our community. Residents should feel comfortable in their homes and neighborhoods without the uncertainty that comes with a revolving door of short-term renters. These proposed standards help create consistency, reduce enforcement challenges, and strike a reasonable balance between property rights and the well-being of the broader community.

Thank you for your time and consideration.

Sincerely,  
Katie & Dave Cappozzo  
[REDACTED]  
McFarland, WI

## **Analysis of neighboring and comparable communities**

*\*Copied from the original packet put together for the March 2nd Public Safety Committee meeting and expanded upon. The main purpose is to support the map created to show the ordinances in lake communities in Dane County*

### **Communities Surrounding Lake Kegonsa**

#### **Town of Dunn (covers 1/2 Lake Kegonsa & half of Lake Waubesa)**

##### *1-6 day stays*

- Allowed if the property is the owner's primary residence and no more than two bedrooms are offered for rent.
- Restricted to 30 days per year if the owner is not present during the rental.
- No restriction on days per year if the owner is present during the rental.

##### *Stays of 7 to 29 days*

- May not operate more than 180 in any consecutive 365-day period.

#### **Town of Pleasant Springs**

##### *1-6 day days*

- Not allowed

##### *Stays of 7 to 29 days*

- May not operate more than 180 day in any consecutive 365-day period
- Must be able to respond to a problem within 30 min
- If they cannot meet those rule, then they can only rent for 30 days per year

### **Communities Surrounding Lake Waubesa**

#### **Town of Dunn (covers 1/2 Lake Kegonsa & half of Lake Waubesa)**

##### *1-6 day stays*

- Allowed if the property is the owner's primary residence and no more than two bedrooms are offered for rent.
- Restricted to 30 days per year if the owner is not present during the rental.
- No restriction on days per year if the owner is present during the rental.

##### *Stays of 7 to 29 days*

- May not operate more than 180 in any consecutive 365-day period.

#### **Village of McFarland**

##### *1-29 day stays*

- Allowed if the property owner is a residence of McFarland (currently 12 of the 14 Licensed TRH's are claiming residency)
- No restrictions - can rent 365 days/year
- Owner does not need to be present

### **Communities Surrounding Lake Monona**

#### **Monona – Passed two years**

##### *Stays of 1-6 Days*

- Only allowed for owner occupied properties.
- If the owner occupies the property at the time of the rental, there is no limit on the

number of days a year they can stay.

- If the owner does not occupy the property at the time of the rental, they can only operate 30 days per permitting year (this prohibition is specific to the 1-6 day rentals). Additionally, if it is not owner occupied at the time of the rental, it cannot be rented to multiple people

*Stays of 7 to 29 days*

- Allowed for non-owner occupied properties and may not operate more than 180 in any consecutive 365-day period.

### **Madison (Lake Monona & Lake Mendota)**

*Stays of 1-6 Days*

- must be the host's primary dwelling while operating a TRH and for the 12 consecutive months prior to the beginning operation of a TRH.
- If the owner does not occupy the dwelling during the rental, the TRH may not operate more than 30 days per licensing year.

*Stays of 7 to 29 days*

- requires a Zoning Tourist Rooming House Permit.
- May not operate more than 180 in any consecutive 365-day period.

## **Communities Surrounding Lake Mendota**

### **Village of Maple Bluff**

*States of 1-6 Days*

- Not Allowed

*Stays of 7 to 29 days*

- allowed, but only for 180 consecutive days out of 365-day period

### **Middleton**

*Stays of 1-6 Days*

- Only allowed for owner occupied properties.
- If the owner occupies the property at the time of the rental, there is no limit on the number of days a year they can stay.
- If the owner does not occupy the property at the time of the rental, they can only operate 30 days per permitting year (this prohibition is specific to the 1-6 day rentals). Additionally, if it is not owner occupied at the time of the rental, it cannot be rented to multiple people

*Stays of 7 to 29 days*

- Allowed for non-owner occupied properties and
- May not operate more than 180 in any consecutive 365-day period.

### **Village of Shorewood Hills**

Must be the owners primary residence

If their primary residence then:

- Stays of 3 days or more are allowed
- Investment Short Term Rentals prohibited

**Town of Westport**

*Stays of 1-5 days*

- Not Allowed

*Stays of 6-29 days*

- May not operate more than 180 in any consecutive 365-day period and must be primary residence
- Investment Short Term Rentals prohibited

**Non Lake Communities****City of Verona**

*Stays of 1-6 Days*

- Not allowed

*Stays of 7 to 29 days*

- No additional restrictions

**Town of Burke**

*Stays of 1-6 days*

- Not allowed

*Stays of 7-29 days*

- 180 consecutive day maximum in any consecutive 365- day period

**Waunakee**

*Stays of 1-5 days*

- Not allowed

*Stays of 6-29 days*

- 180 consecutive day maximum in any consecutive 365-day period

**Fitchburg**

Zoning Restrictions

**City of Stoughton**

Zoning Restrictions

**Sun Prairie**

No Extra Ordinance

**Oregon**

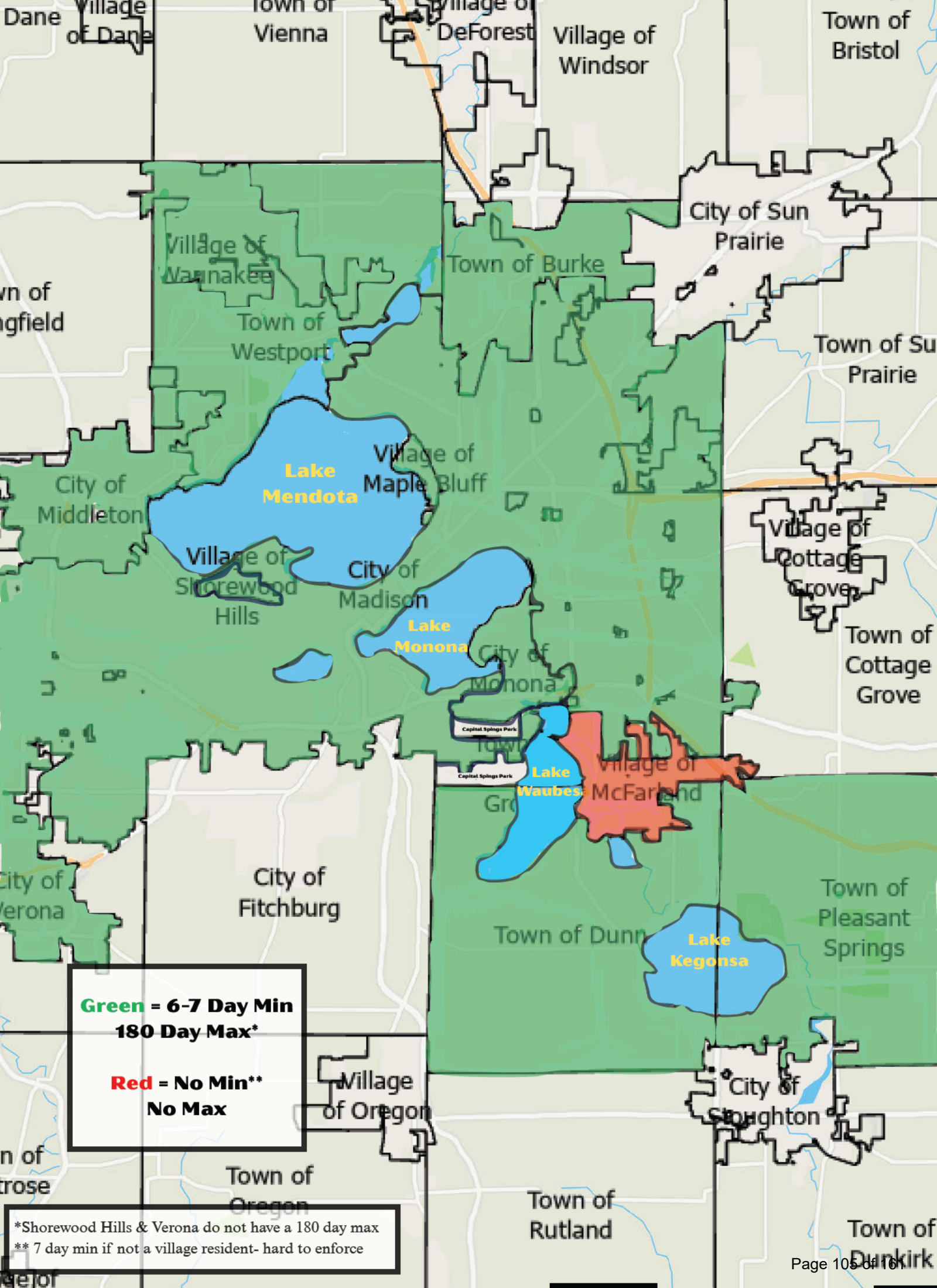
No Extra Ordinance.

**Deforest**

No Extra Ordinance

**Town of Rutland**

No Extra Ordinance



**Green = 6-7 Day Min  
180 Day Max\***

**Red = No Min\*\*  
No Max**

\*Shorewood Hills & Verona do not have a 180 day max  
\*\* 7 day min if not a village resident- hard to enforce

**From:** [REDACTED]  
**To:** [Village Clerk](#)  
**Subject:** Protecting the Future of McFarland Neighborhoods  
**Date:** Tuesday, March 31, 2026 12:35:40 PM

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Dear McFarland Village Board Members,

I ask that you take a moment to close your eyes and envision what you want the Village of McFarland to look like in five years.

Will it be a community built on strong neighborhoods, great schools, and safe, quiet streets where children play in our beautiful parks? Or will it resemble a mini-Wisconsin Dells, with busy, noisy short-term rentals spread throughout residential neighborhoods—driving families away and eroding the character of our community?

McFarland is beginning to see a rapid increase in short-term rentals (STRs), also known as Tourist Rooming Houses (TRHs). These were originally intended to allow homeowners to occasionally rent out their residences—for example, during extended travel. However, they are increasingly being used by investors who purchase homes not to live in them, but solely to operate full-time rental businesses.

Currently, there are 14 licensed TRHs in the Village, with half of those added in just the past 19 months—and more are on the way. If this trend continues unchecked, we could see 20 within a year and 30 or more within just a few years. That represents dozens of homes no longer available to families who want to live here, thrive in our schools, and become part of our community.

Instead, we risk the spread of what are essentially mini-motels in residential neighborhoods—bringing increased noise, traffic, and a revolving door of visitors, often with little connection or accountability to the surrounding community.

Additionally, real estate listings are increasingly marketing McFarland homes as short-term rental investment opportunities. This fuels investor demand, drives up home prices, and makes it harder for families to compete—while potentially diminishing the quality of life and stability of nearby neighborhoods.

When we think of “small businesses,” we think of the local establishments that serve and strengthen our community—places like Lukes, Ace Hardware, Angelos, Maple Tree, Park Side, Green Lantern, and Pick ’n Save. These businesses provide essential goods and services, employ residents, and contribute to the fabric of our Village.

Short-term rental operations, by contrast, do not provide the same kind of direct value to residents. In many cases, their impact is the opposite—reducing housing availability, disrupting neighborhoods, decreasing nearby property values and weakening the sense of community that makes McFarland such a special place to live.

With your vision of McFarland’s future in mind, I respectfully urge you to approve the proposed updates to the Tourist Rooming House ordinance and to implement the strongest possible protections allowed under the law. These measures are essential to preserving our neighborhoods, protecting housing opportunities for families, and maintaining the character of

our Village.

Thank you for your time, your service, and your commitment to the residents of McFarland.

Sincerely,

Rick Carl

McFarland resident for 32 years

**From:** [Jill Cornell](#)  
**To:** [Village Clerk](#)  
**Subject:** TRH Ordinance Support  
**Date:** Wednesday, April 1, 2026 12:31:44 PM

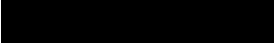
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Hello Cassandra -

I'm writing to let you know that myself and my family support the new TRH Ordinance. I think it is important to align requirements with our neighboring communities and limit the number of days that a residence can be rented. We are lake property owners and have a few short term rentals in our area. The road in our neighborhood is one way, and I have seen unfamiliar drivers coming up the wrong direction which is dangerous and illegal. My daughter plays in our driveway and near the road (as well as rides her bike) and with the unfamiliar drivers it concerns me for her safety playing in the neighborhood.

Thank you for your efforts on the village board. You have my support for the ordinance.

-Jill Cornell

  
McFarland, WI 53558

**From:** [REDACTED]  
**To:** [Cassandra Suettinger](#)  
**Subject:** TRH  
**Date:** Tuesday, March 3, 2026 8:31:02 AM

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Hello Cassandra. Unfortunately I was unable to make the meeting last night but wanted to let you know my thoughts on the ordinance and any potential changes to it.

While I am a great believer in freedom of allowing others to have a small business, I feel when the ordinance ordinance changed to allow more tourism roaming houses within certain allotted spaces, it changed the dynamic of how A Rental affects Neighbors.

In my neighbor for instance, there is not room for more traffic and more cars; more rental properties.

I am not in favor of my home being in a business district.

Thanks for letting me provide my opinion and I'm hoping that the changes to the ordinance as stated currently are approved. Or the ordinance is edited to go back to the 1000 foot rule.

Best wishes and thank you for your consideration. Please forward this to the committee members on my behalf.

Renea Dettman

**From:** [Lisa Dillman](#)  
**To:** [REDACTED] [Cassandra Suettinger](#); [Alisa Leamy](#); [Ken Boyd](#); [Miguel Pena](#)  
**Subject:** Follow up to Mar 2nd PSC meeting on TRH rules  
**Date:** Sunday, March 22, 2026 3:12:14 PM

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Hello,

I wanted to send a follow-up email to the Mar 2<sup>nd</sup> TRH meeting. I am piggybacking onto Kathy Carl's email as I agree with everything she wrote. It has taken me this long to settle down enough to write this. I know many of my neighbors feel the same way as we all gathered at a neighbor's house after the Mar 2<sup>nd</sup> meeting to decompress. I was shocked and disillusioned to see so much concern and support for the TRH owners, and I almost felt at times there was disdain for the residents, the same people who will be most impacted by the rules you implement.

I would like to share the results from the question I asked AI as to what is the impact on property value for busy lakefront Airbnbs located in residential neighborhoods:

“The impact of a busy Airbnb on your lakefront property value is complex and depends heavily on whether your neighborhood is viewed as a residential sanctuary or a vacation destination.

Potential Negative Impact on Resale

For buyers seeking a quiet permanent residence, a busy short-term rental (STR) next door can be a significant deterrent.

Buyer Hesitation: Approximately 28% of potential buyers would offer less for a home with a nearby Airbnb, while 32% would not make an offer at all.

Nuisance Externalities: Appraisal values can drop due to "external obsolescence"—factors outside your property like noise, increased traffic, and perceived safety risks.

Privacy Concerns: For lakefront homes where outdoor living is key, a "party house" next door with constant turnover can severely degrade the privacy premium of your lot.”

I think it is quite clear that while TRH owners will most likely experience a financial impact with tighter rules, so will residents if nothing is done to reduce the number of TRHs and to make them longer term stays to reduce frequent turnover . I am not exaggerating when I say that my property has taken a 10% hit already from the next-door Airbnb. If we do not bring our TRH rules in line with the surrounding communities, I can guarantee that you will never recover the residential lakefront neighborhoods, and, like dominoes, as the density of Airbnbs increases, the quicker the property owners will sell to TRH owners, as there are few people who would want to spend their hard-earned money on a property that borders the constant chaos of 2-day rentals.

Lastly, I wanted to provide some background on one of the TRH owners who was one of the loudest and most adamant that they deserve to have the rules stay the same. It's interesting that this same owner has a lakefront Airbnb that he runs in Monona, where the 7-29 day rule applies. Somehow, he has rented this Airbnb for several years and it must be profitable as he has not sold it. Also, this same owner and his partner who lied to the sellers and to all of us neighbors as to what the property would be used for. It would seem that if Airbnbs are so great for a neighborhood that the owners would be happy to share the news. Instead, they knew just how negative their use of the property would be, especially with the tight quarters of our neighborhood.

Thank you for your time and consideration,

Lisa Dillman



**From:** [Lynn Erickson](#)  
**To:** [Village Clerk](#)  
**Subject:** Tourist Rooming House Ordinance  
**Date:** Sunday, March 29, 2026 3:44:09 PM

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Hello,

I have been noticing an increase in short term rental properties in our neighborhood in recent years and it has concerned me. It was recently brought to my attention by neighbors that there is a proposal being discussed at the meeting on April 9th to align McFarland's rules on short term rentals with surrounding municipalities. I am unable to attend the meeting, but wanted to send an email to express my desire to have the ordinance changed to require a minimum of 7 nights for short term rentals and a maximum of 180 rental days per year.

Thank you,

Lynn Erickson



**From:** [James Emily Davenport](#)  
**To:** [Village Clerk](#); [Tanya O'Malley](#)  
**Subject:** STRs  
**Date:** Wednesday, April 8, 2026 9:28:05 PM

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To Whom This May Concern:

“To know and be known.” That simple phrase captures why so many families choose to live in McFarland. People are not just looking for houses—they are looking for community. Our neighborhoods are places where relationships are formed, where trust is built, and where neighbors become friends.

A true neighbor is someone you know. It’s the person who helps rake your yard in the fall, lends you a cup of sugar, watches your kids in a pinch, keeps an eye on your home, or collects your mail while you’re away. These everyday acts of care are what turn a collection of houses into a community. This is what people come to McFarland for.

Short-term rentals (STRs) fundamentally disrupt this vision.

Instead of fostering relationships, STRs create a revolving door of temporary occupants. The people next door are no longer neighbors you can know, trust, and build a life alongside—they are strangers, here today and gone tomorrow. Over time, this erodes the very fabric of what makes a neighborhood feel stable, safe, and connected.

There is also a broader issue at stake. Our neighborhoods are zoned residential—not commercial. The introduction of for-profit rental operations into these spaces shifts their character. It brings a business model into an environment that was designed for long-term living and community-building. If residents had wanted a more transient, commercially driven environment, many would have chosen to live in downtown Madison or other urban areas where that dynamic is expected.


But that is not McFarland.

This village has a distinct identity—one rooted in stability, relationships, and community. That identity is worth protecting.

I urge you to think not only about present convenience, but about the long-term trajectory of this community. What will McFarland look like in 5, 10, or 20 years if short-term rentals continue to expand unchecked?

For these reasons, I strongly support revising the current ordinances— by requiring a minimum 7-day stay or by limiting STR operations to 180 days per year. These measures would help preserve the residential character of our neighborhoods while still allowing reasonable use of property.

Please act to protect what makes McFarland a place people are proud to call home.

Sincerely,  
Emily Davenport  
  
McFarland, WI 53558

**April 7, 2026**

**McFarland Municipal Center  
Attn: Village Clerk  
5915 Milwaukee St.  
McFarland, WI 553558**

**RE: TRH Ordinance  
To: Whom it may concern**

**This letter is regarding the proposed new tourist rooming house ordinance. We feel the new ordinance would be a hardship to the TRH owners. If there are noise or safety concerns, they might be solved with enforcement of the current ordinances that are in place now.**

**Our property is located directly across the street from a TRH that has been there since 2014. We have not had any problems concerning this TRH. The visitors are respectful of the neighbors and we see them go to our local restaurants and businesses. The visitors we have seen usually stay less than 7 days.**

**We urge the Village Safety Committee to not vote for a 7 day minimum stay or one 180 day period per 365 days. This would be a punishment to responsible TRH owners.**

**Charles and Teresa Dintelman  
[REDACTED]  
McFarland, WI 53558**

**From:** [Tammy Downing](#)  
**To:** [Village Clerk](#)  
**Subject:** Proposed updates to the TRH/STR ordinances  
**Date:** Thursday, April 9, 2026 11:28:24 AM

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Hi Cassandra,

I'm writing to express my support for the proposed updates to the TRH/STR ordinances and Trustee Leamy's referral.

I appreciate these proposed ordinances, as they help establish clear boundaries for both current owners and future investors. STRs operate as businesses within residential settings, and having well-defined guidelines is essential to ensure responsible operation while preserving the integrity of the community.

As a renter, I understand the need for boundaries on predatory investors.

Thank you for the opportunity to provide input and for your continued work on this matter.

Tammy Downing  
[REDACTED]  
McFarland WI 53558

**From:** [Denise Faust](#)  
**To:** [Village Clerk](#)  
**Subject:** Support for Reasonable Updates to Short-Term Rental Ordinance  
**Date:** Tuesday, April 7, 2026 1:04:31 PM

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Dear Ms. Suettinger,

I am writing as a McFarland resident to express my support for thoughtful, balanced updates to the Village's Tourist Rooming House (TRH) ordinance.

I believe short-term rentals can play a positive role in our community. They provide flexibility for homeowners, support tourism, and allow visitors to experience McFarland and our lakes. At the same time, it is reasonable for the Village to establish guardrails that preserve the character, stability, and livability of our neighborhoods - particularly in areas where homes are in close proximity.

In that context, the proposed framework of a 7-night minimum stay and a 180-day annual cap strikes me as a measured and appropriate approach. It does not prohibit short-term rentals, but it does meaningfully distinguish between occasional use and full-time commercial operation within residential neighborhoods. That distinction is important to maintain the sense of community in our neighborhoods.

From a policy perspective, these limits appear consistent with what many surrounding communities have already implemented. Aligning McFarland with those standards helps ensure we are not an outlier in a way that unintentionally encourages disproportionate growth or clustering of short-term rentals in our Village.

I also encourage the Board to outline the rules, specifically related to the two strikes. What are the appropriate methods to report issues? Do residents call the police at the time? I don't want to overburden the police department but want to make sure we are dealing with problems as

they arise the appropriate manner.

Thank you for your work on this issue and for considering community input. I appreciate the Village's effort to approach this thoughtfully.

Denise Faust



**From:** [Dawn Faust](#)  
**To:** [Village Clerk](#)  
**Subject:** Support for the TRH ordinance  
**Date:** Monday, April 6, 2026 3:31:18 PM

---

Dear Members of the Public Safety Committee,

I am writing to express my strong support for establishing reasonable limits on short-term rentals in McFarland neighborhoods.

About ten years ago, my family made the decision to move just a few blocks from our home, largely because of the impact a nearby short-term rental was having on our daily lives. What started as occasional disruptions became a consistent pattern of late-night noise, gatherings directly outside our windows, and trash from those events blowing into our yard. There were also repeated instances of unfamiliar dogs wandering onto our property. At times, the activity next door made us uncomfortable allowing our young children to play outside.

We found ourselves regularly contacting the property owner and, at times, calling the police just to get some relief. It became exhausting and ultimately contributed to our decision to leave our home.

In the years following our move, the village did establish occupancy limits, vehicle restrictions, and other safeguards. I believe those measures have helped and were important steps in the right direction.

A growing concern now is the increase in short-term rentals, particularly those purchased and operated by investors. As more of these properties appear, there is a real risk that neighborhoods begin to shift away from being residential communities and toward becoming clusters of vacation rentals. This has the potential to change the character of our neighborhoods in a way that many residents do not want.

I support adding a 7-night minimum stay requirement and limiting rentals to no more than 180 days per year. These are reasonable, balanced measures. They are not extreme changes and are already in place in other Dane County communities. McFarland is currently the only one without these basic limits, which makes the village more attractive to outside investors.

Thoughtful regulation can strike a balance, allowing short-term rentals to exist while protecting the long-term integrity of the community.

Thank you for your time and consideration.

Sincerely,

Dawn Faust

**From:** [Deanne Funkhouser](#)  
**To:** [Village Clerk](#)  
**Subject:** Short Term Rental Limits  
**Date:** Wednesday, April 8, 2026 10:17:53 AM

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Hello,

I live at [REDACTED] McFarland, WI 53558

I fully support the proposed TRH ordinance updates.

Thank you for your consideration.

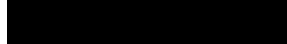
Deanne Funkhouser

**From:** [Kayla K Gauwitz](#)  
**To:** [Village Clerk](#)  
**Subject:** TRH Ordinance Updates  
**Date:** Friday, April 3, 2026 8:46:05 AM

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I am writing to express my support of the proposed TRH ordinance updates. I am unable to attend the meeting on April 9th and wanted my voice as a village member recorded. Thank you for your time and consideration.

Kayla Gauwitz



McFarland WI 53558

**From:** [C Heinzerling](#)  
**To:** [Village Clerk](#)  
**Subject:** Support for TRH Ordinance Revisions  
**Date:** Tuesday, April 7, 2026 7:05:53 AM

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Dear Village Clerk,

I am writing to voice my support for the proposed updates to the Tourist Rooming House ordinance. These revisions reflect thoughtful consideration of both community concerns and the practical realities of managing short-term rental activity within the village.

Clearer guidelines, improved accountability, and consistent enforcement will help protect neighborhood quality while still allowing responsible property owners to operate within a well-defined framework. I believe these updates will contribute to a healthier balance between residential stability and the growing demand for short-term lodging options.

Thank you for your continued work on behalf of our community and for taking the time to review public input on this important issue.

Warm regards,

Christopher W Heinzerling

**From:** [Jen Hiltbrand](#)  
**To:** [Village Clerk](#)  
**Subject:** For Public Safety Committee  
**Date:** Monday, April 6, 2026 7:43:52 AM

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Hello Safety Committee Members

We are writing to express support for the proposed TRH ordinance updates. Understanding how tourism affects our small community is extremely important. By updating the ordinance, we will align greater with our surrounding communities and limit unwanted purchase of property by private investors.

Our beautiful lake homes must be protected from investment companies who seek to make money on extremely short term rentals. Having short term rentals at all puts our residents into a higher risk category, so updating the ordinance at a minimum MUST happen.

We have been residents in the village of McFarland since 2001. We raised a child through the public school system and plan to remain here through our retirement.

Sincerely, Jenny and Todd Hiltbrand



**From:** [Dave Hippler](#)  
**To:** [Village Clerk](#)  
**Subject:** TRH ordinance  
**Date:** Wednesday, April 8, 2026 11:16:11 AM

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Please pass the proposed TRH ordinance updates. Thank you

**From:** [Margaret Howell](#)  
**To:** [Village Clerk](#)  
**Subject:** Tourism housing ordinance  
**Date:** Monday, April 6, 2026 12:18:28 PM

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While we've had no issues in our neighborhood we support the proposed TRH ordinance update. We are concerned McFarland will be an island keeping lake properties from families if investors seek the opportunity for vacation rentals.

Margaret & Tom Howell

**From:** [Kris Kane](#)  
**To:** [Village Clerk](#)  
**Subject:** STR Ordinance support  
**Date:** Thursday, April 9, 2026 12:55:10 PM

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Cassandra,

I contact you in an effort to share my support for the proposed TRH/STR ordinances and Trustee Leamy's referral.

As a short-term rental owner myself, I appreciate these proposed ordinances, as they help establish clear boundaries for both current owners and future investors. STRs operate as businesses within residential settings, and having well-defined guidelines is essential to ensure responsible operation while preserving the integrity of the community.

Hearing from community members about input and considering these opinions is vital to our community. I appreciate your consideration of this feedback

Sincerely,

Kris Kane

  
[McFarland, WI 53558](#)

**From:** [Tik](#)  
**To:** [Village Clerk](#)  
**Subject:** re: Support for Proposed STR Ordinance Updates  
**Date:** Thursday, April 9, 2026 11:09:56 AM

---

Hi Cassandra,

I'm writing to express my support for the proposed updates to the TRH/STR ordinances and Trustee Leamy's referral.

As a short-term rental owner myself, I appreciate these proposed ordinances, as they help establish clear boundaries for both current owners and future investors. STRs operate as businesses within residential settings, and having well-defined guidelines is essential to ensure responsible operation while preserving the integrity of the community.

Thank you for the opportunity to provide input and for your continued work on this matter.

Sincerely,

Terra

Terra Kane, RN BSN  
[REDACTED]  
McFarland, WI 53558  
[REDACTED]

**From:** [Angie Kunze](#)  
**To:** [Village Clerk](#)  
**Subject:** TRH ordinance  
**Date:** Tuesday, April 7, 2026 8:17:54 AM

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I'm not able to attend the April 9th meeting so I am sending an email to let the village know I support the proposed TRH ordinance.

Thank you.

Angie Kunze

[REDACTED]

McFarland

[REDACTED]

**From:** [Rob Kunze](#)  
**To:** [Village Clerk](#)  
**Subject:** Short Term Rental Limits  
**Date:** Tuesday, April 7, 2026 12:31:15 PM

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Good afternoon,

I live at [REDACTED], McFarland, WI 53558, and I am writing this email in support of the proposed TRH ordinance updates.

Thank you

Rob Kunze

**From:** [Lisa Mulcahy](#)  
**To:** [Village Clerk](#)  
**Subject:** Air BnB  
**Date:** Wednesday, April 8, 2026 7:04:22 PM

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Dear Cassandra ,

I am writing in regards to the meeting tomorrow evening, April 9th, Regarding short term rentals.

I am actually opposed to any Airbnb's being in the village, but unfortunately, I cannot prevent who purchases properties.

We have one at the end of our road, And none of us are very thrilled about it. People who short-term rent, are not invested in our community, and in our case, they very much do not respect our neighborhood.

Last year, two of our dogs almost got hit because they speed down the road which nobody should be going more than 25 mph.

Their presence has Interrupted and affected our daily lives and a once peaceful street. The owner does not follow any of the rules, and there has been no repercussion.

These types of rentals are affecting the aesthetic of our small town And their presence doesn't do anything to help the citizens, only the village.

I'm confused as to what the board is trying to make this town into. It is a bedroom town, and there are many opportunities for revenue to be made, Such as, our biggest free asset, Lake Waubesa.

I know I cannot prevent these types of rentals from coming to our village, but can we at least put some kind of guidelines in place and have them be enforced.

All these meetings, and rules mean nothing if nobody enforces the "rules".

Evan, The owner of the Airbnb at the end of our street, is only supposed to have two vehicles and he has had up to eight and nothing happened. All summer long this is an interruption of our lives. I feel like if you're going to allow this in certain neighborhoods, the full-time residents should get some kind of a tax break because it is a huge annoyance and also slightly dangerous because of the disregard of guidelines.

I'm not quite sure why McFarland's Ordinance is different than all of the rest. I don't know why anyone would be opposed to a seven night minimum.

You don't really know how much of a disruption these places are until you get one smack dab in your neighborhood. It feels like the board proposes and passes all these ordinances and never ever checks in, or backs them up.

I am speaking on behalf of everyone that resides on Larson Street.

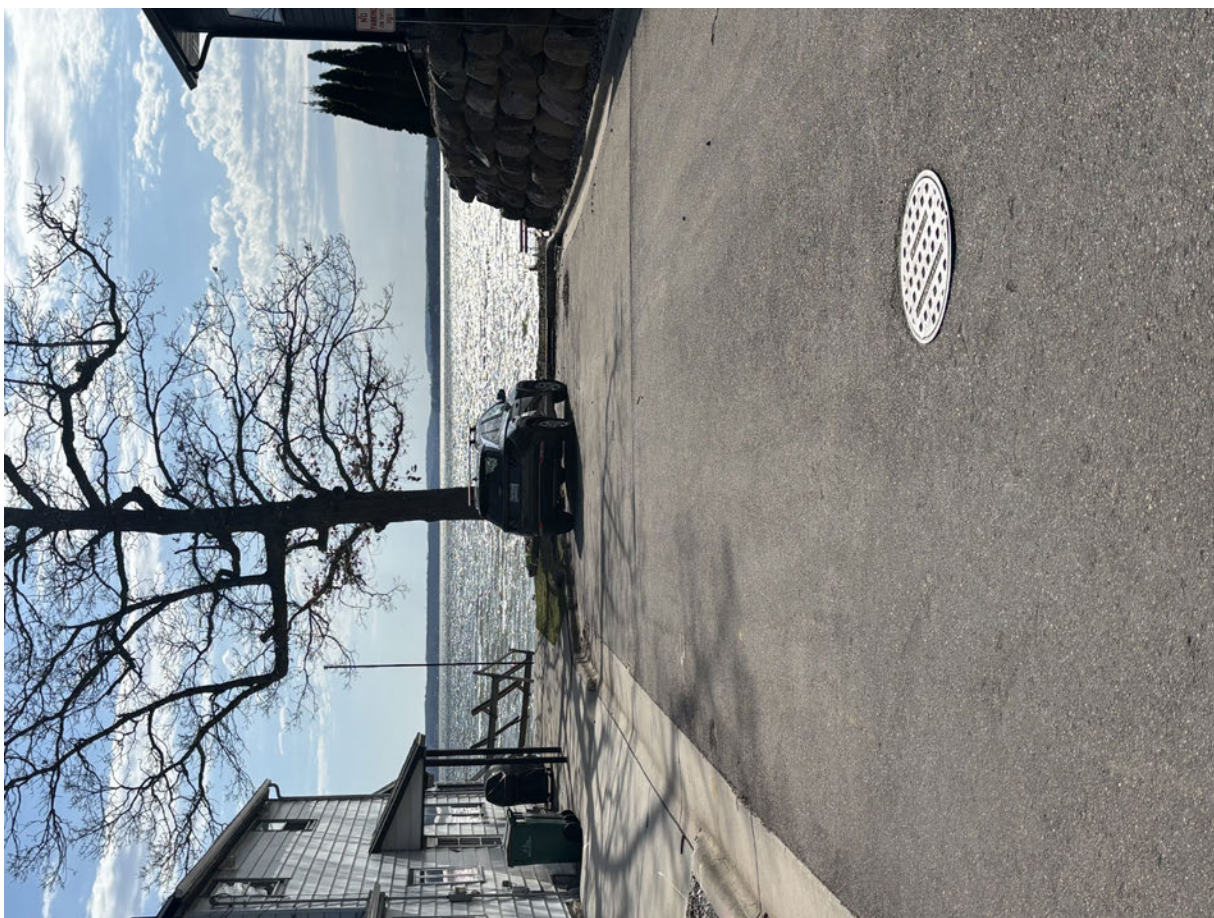
Please consider passing this ordinance. I'm sure the other residents that have these places in their neighborhoods feel the same way.

Also, I've included some photos of the end of our road compared to the end of other roads and I'm not quite sure why that is different either. The first photo is what every other street has and the second photo is our street and the Airbnb uses it as a parking lot which blocks our access to the lake.

Thank you for your attention and consideration to this matter.

Lisa Mulcahy





[Sent from Yahoo Mail for iPhone](#)

**From:** [Karen Nartowicz](#)  
**To:** [Village Clerk](#)  
**Subject:** TRH  
**Date:** Wednesday, April 8, 2026 8:14:39 PM

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Hi Cassandra,

I am writing concerning the TRH ordinance. We live near the TRH that was just approved on Overlook Drive. Another one is just around the corner on Lake Edge Rd. We can see this escalating in our neighborhood and along the lake so would like to prevent the short term rentals.

We both totally support the proposed TRH ordinance updates.

Thank you,  
Karen Aye- Nartowicz and Joe Nartowicz

**From:** [Brian Penington](#)  
**To:** [Village Clerk](#)  
**Subject:** Please update the TRH ordinance  
**Date:** Saturday, April 4, 2026 5:42:18 PM

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We appreciate that the McFarland Public Safety Committee is taking the opportunity to review and update the village Tourist Rooming House (TRH) ordinance. Common sense updates to the short-term rental (STR) policies can more reasonably balance interests between full-time residents and STR properties. My wife and I support updating the TRH ordinance to require a minimum number of days for an individual STR tenant occupancy (for example, requiring at least a 7 night minimum stay.) We also believe the availability for rental should be limited (for example, limiting rental days to a maximum of 180 consecutive rental days per year.)

Prior to living in McFarland, we lived in Sun Prairie in a new neighborhood development. The developer initially made bold claims on how the new development would foster wonderful opportunities for young families. As time went on, developers shifted more properties from permanent single-family ownership, to executive extended stay housing, and ultimately to daily rental hotel proposals. This introduces a more transient population that is less interested in the neighborhood's success, and increases more frequent, dangerous vehicle traffic. This break in expectations reduced the value of the neighborhood to us, and was a factor in why my family moved away from Sun Prairie. McFarland is wonderful and we are hopeful that McFarland can more proactively address concerns that come from STR properties.

Our understanding is that the modest TRH ordinance updates are not new or novel to the Madison area, and consistent with those already in place in neighboring city and village communities. I hope the Committee supports these updates.

Thank you for your consideration,

Brian and Tonya Penington  


Sent from my iPad

**From:** [Candice Pennekamp](#)  
**To:** [Village Clerk](#)  
**Subject:** TRH Ordinance  
**Date:** Thursday, April 9, 2026 9:40:55 AM

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I am writing to express my support of TRH ordinance updates as a resident and property owner in our lake community to express my support for updating the TRH ordinance to include reasonable limits on short term rentals such as Airbnb and VRBO properties.

Not only do I believe the limits are necessary, especially since all neighboring communities have these in place, but the village also needs to consider a cap on the number and/or density of the STR permits allowed.

I also think it is reasonable to review and revoke permits for property owners that continually rent to tenants that are disruptive or disrespectful and receive warnings or complaints. If a property owner wants to continue to operate as a STR in our small community, the vetting process needs to be thorough and expectations clearly laid out in the listing for the rental.

Thank you for your time and consideration.

Candice Pennekamp

**From:** [nancy poole](#)  
**To:** [Village Clerk](#)  
**Subject:** Proposed TRH Ordinance  
**Date:** Thursday, April 9, 2026 9:40:28 AM

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I am a 14 year resident on [REDACTED]. I moved here for the lake access and sunsets and love it even more for its kind neighbors and tranquility.  
This is a neighborhood,  
not a small business opportunity.  
I strongly urge the Public Safety Committee to vote to preserve the character of our neighborhood by voting YES to the proposed TRH ordinance updates.  
Thank you.

Nancy Poole  
[REDACTED]  
Sent from my iPhone

**From:** [Mark Spatafore](#)  
**To:** [Village Clerk](#)  
**Cc:** [Ken Machtan](#)  
**Subject:** Opposition to the proposed seven-day minimum stay requirement and 180-day annual operating limit for short-term rentals in the Village of McFarland  
**Date:** Wednesday, April 8, 2026 9:10:50 AM

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## Members of the Public Safety Committee

Village of McFarland  
5915 Milwaukee Street  
McFarland, WI 53558

Dear Members of the Public Safety Committee,

We are writing to express our opposition to the proposed seven-day minimum stay requirement and 180-day annual operating limit for short-term rentals in the Village of McFarland.

Short-term rentals listed on AirBnB with VRBO platforms provide clear economic and aesthetic benefits to a community. Guests who stay in these homes dine at local restaurants, buy groceries and fuel locally, and contribute to the Village's economy without placing long-term demands on municipal services. At the same time, owners of short-term rentals have a strong incentive to maintain their properties to a very high standard. These homes are kept clean, updated, landscaped, and carefully managed because their condition directly affects guest experience and owner reputation. This consistent upkeep benefits the overall appearance and property values of the neighborhood.

Unlike some neighboring communities that have adopted stricter short-term rental rules, McFarland is in a unique position: the Village does not have hotels or motels to accommodate short-term visitors. Families attending events in the Madison area, visiting relatives, attending weddings, or enjoying the lake have very limited lodging options within the Village. Short-term rentals help fill that gap and allow visitors to stay in McFarland rather than spending their money elsewhere.

We also think that it is important to mention that we attended the previous Village meeting on short-term rentals in early March, and what stood out to us was the fact that only one complaint had been lodged with the McFarland Police Department. One complaint? And this is a concern. Why? We heard concerns voiced at the Village meeting, but none that bubbled up to a call for the police to be dispatched. In any event, if there are certain short-term rentals that are problematic, wouldn't it make more sense to target them with tighter restrictions rather than negatively affecting all the short-term property owners who play by the rules and are diligent in vetting out guests?

We respectfully urge the Committee to reconsider the proposed seven-day minimum and 180-day limit and instead pursue a balanced approach that supports responsible property owners while preserving neighborhood character.

Thank you for your time and thoughtful consideration.

Sincerely,

Ken Machtan

Mark Spatafore

McFarland, Wisconsin

**From:** [Kelly Stohr](#)  
**To:** [Village Clerk](#)  
**Subject:** Letter of Support for Proposed Revision to TRH Ordinance  
**Date:** Wednesday, April 8, 2026 8:40:23 PM

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Dear Clerk Suettinger:

I am writing to express my support for Trustee Leamy's proposal to update McFarland's TRH Ordinance. The updates being considered would align the Village's ordinance with surrounding communities and strikes a reasonable balance between property owners' right to rent with practical protections and consideration for neighboring property owners.

Thank you for the Committee's careful consideration of this matter.

Kelly Stohr



McFarland

# Heidi Torbleau

[REDACTED]  
McFarland, WI 53558  
[REDACTED]  
[REDACTED]

April 1, 2026

Cassandra Suettinger  
5915 Milwaukee St  
McFarland, WI 53558

Dear Cassandra Suettinger,

I am writing to express my support for the proposed updates to the TRH ordinance.

I live in close proximity to at least three short-term rentals (though I am unsure whether they are all properly registered), and I feel this number already places strain on the character and stability of our neighborhood. I have personally observed a noticeable rapid decline in the upkeep of one of these properties, particularly in terms of basic maintenance.

Additionally, I understand that there are more short-term rentals operating in the surrounding area. This raises broader concerns for me regarding neighborhood standards, the well-being of our residents, and the preservation of the character and cohesion that define a mature residential community.

Thank you for your time and consideration.

Sincerely yours,

[REDACTED]  
Heidi Torbleau

**From:** [Amy Turner](#)  
**To:** [Village Clerk](#)  
**Subject:** Support Reasonable Short-Term Rental Limits  
**Date:** Monday, April 6, 2026 5:41:57 PM

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Hello Village Clerk,

I support the proposed TRH ordinance updates. I think this is best for McFarland. I am not able to attend the meeting.

Thank you.

Amy Turner  
Village of McFarland resident since 2006

**From:** [Mark W](#)  
**To:** [Village Clerk](#)  
**Subject:** TRH ordinance updates  
**Date:** Tuesday, April 7, 2026 3:08:52 PM

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I have been a resident of the Village of Mcfarland for almost 20 years and live on [REDACTED]. I am writing in support of the proposed TRH ordinance updates. They are common sense, will bring the Village in line with other area communities, and will preserve neighborhoods and our community.

Thanks,  
Mark Wegner

**From:** [Kendra Atkinson](#)  
**To:** [Village Clerk](#)  
**Subject:** In support of TRH ordinance updates  
**Date:** Saturday, April 4, 2026 3:09:25 PM

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I am writing in support of the proposed TRH ordinance updates. I reside at [REDACTED], two doors down from a short-term rental. I strongly urge the village to adopt the proposed ordinance to prevent investment companies from turning our community into a place for profit, rather than a place that we call home.

Respectfully,  
Kendra Atkinson

**From:** [Suz Brewer](#)  
**To:** [Village Clerk](#)  
**Subject:** In Support of the Proposed Ordinance to Limit STRs  
**Date:** Tuesday, April 7, 2026 2:33:26 PM  
**Importance:** High

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Date: April 7, 2026

To: Cassandra Suettinger and the Public Safety Committee of the Village of McFarland

From: Suzanne Brewer, resident at [REDACTED], McFarland

I am in support of the proposal updating the Village's Tourist Rooming Housing Ordinance to put limits on STRs. I will be showing my support at the April 9 Public Safety Committee meeting as well.

Here's why I support these restrictions:

- After 20 years in Maple Bluff, I chose to move my son and me to [REDACTED] in McFarland as a single mom. The small-town feel, the close-knit neighborhood of long-time residents, and our home itself made the decision to live in McFarland an easy one. I needed a place to feel safe, a community where my avid sailor of a son could flourish. We found that here.
- Limiting STRs as proposed, a 7-day minimum and a 180-day/year max, will go a long way to keep dedicated long-term residents safe, prevent further real estate turnover (by retaining good full-time residents) and will retain and help promote continued McFarland community and neighborhood vitality.
- Limitless STRs are very likely to hurt property values. Real estate is not just a house; it's a home... and a large piece of a family's financial health and future.
- I did not move to a quiet one-way-street neighborhood in McFarland to be surrounded by renters and weekend Airbnb revelers. It's already hurting the quality of life and relationships in our neighborhood.
- McFarland is the only Dane Co. municipality with lake frontage to have no limits on STRs. Passing this ordinance and moving it forward to the Village Board is congruent with the Vision and Values of the Village of McFarland.

### **Vision Statement**

McFarland strives to be a community that works for everyone. With smart planning, responsible leadership, and strong local services, McFarland is a great place to live, work, and belong.

Among the Village's Values, these values apply to this issue's resolution:

- **Responsibility:** We act with *accountability to our community*.
- **Balance:** We grow in ways that are thoughtful and *protect what makes us unique*.
- **Action:** We focus on real, practical *outcomes that serve our residents*.

Respectfully submitted,

Suzanne Brewer

[REDACTED]  
McFarland, WI 53558

[REDACTED]

**From:** [Julianne Brown](#)  
**To:** [Village Clerk](#)  
**Subject:** TRH ordinance updates  
**Date:** Tuesday, April 7, 2026 1:35:32 PM

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Hi-

I am a longstanding resident of McFarland and live on [REDACTED] I am writing in support of the proposed TRH ordinance updates.

Thank you,  
Julianne Brown


**From:** [Bridget Burns](#)  
**To:** [Village Clerk](#)  
**Subject:** TRH ordinance  
**Date:** Wednesday, April 8, 2026 7:57:44 PM

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Hi,

I am reaching out as I support Trustee Leamy's proposed TRH ordinance changes.

Thank you,  
Bridget Burns

  
McFarland, WI 53558

[Sent from Yahoo Mail for iPhone](#)

## Kathy Carl – [REDACTED] – I will also be using my husband's 3 minutes

It's clear there is passion on both sides of this:

- TRHs owners want to protect their investment and continue operating as they do today
- Residents want to preserve their quality of life and the character of their neighborhoods

We also learned @ the last meeting that:

- The lack of registered violations does *not* mean there haven't been problems  
There's no denying the negative impact short term rentals are having on their neighbors.
- We're seeing rapid growth of short-term rentals due to our lenient ordinance
- Managing and enforcing the current ordinance is difficult
- And questions exist if TRHs deserve small-business protections and should be grandfathered.

I'd like to offer our thoughts on these topics:

### 1. The Village's duty should be first and foremost to its residents & the community

- What you decide will forever change the character of this Village.
- Your duty should not be to strike a balance between commercial investors and residents ---  
Instead your obligation should be to the long-term health, stability, and livability of the Village...  
and to safeguard the people who call McFarland home.
- Do not lose sight that TRHs are commercial lodging businesses inserted into residential neighborhoods, and
  - Most operators do not live in the properties they rent, and some don't even live in the Village
  - Some are owned by corporations
  - And most of STRs are second or third homes to them

Meanwhile, the residents adjacent to these rentals live with the noise, turnover, and disruption daily.

No one wants to live next to one—much less be surrounded - yet this is exactly what is happening along the lake.

The residents who have contributed to this community for decades will eventually be pushed out, while operators continue their lives elsewhere, unaffected. That is simply wrong.

We are asking you to add restrictions to our ordinance that the law included to help balance the needs of residents with the right to rent.

### 2. TRHs do not warrant small-business protections and should not be grandfathered

- TRHs do not provide the public value that genuine small businesses provide.
- Wisconsin law *explicitly* allows municipalities the right to prohibit grandfathering
- Businesses comply with updated regulations all the time—this is normal practice.
- Our annual permitting system exists so the Village can adjust regulations as needed.
- Additionally, grandfathering
  - creates two sets of rules, making enforcement even harder.

- permanently locks in the conditions these changes are meant to address.
- Is unfair to residents who live near these rentals now and in the future.

### 3. It is also clear that our ordinance needs updating to clarify the violation and enforcement process

- Guests create the problems — like noise, turnover, and disruptions — the owners profit from the rentals – and neighborhoods absorb all the consequences. This is not right.
- If we are going to have short-term rentals in residential areas, the owners must be held fully responsible.
  - Many ordinances including wording that holds TRH owners responsible and liable for all conduct and violations regardless if they are physically present... This improves enforceability by eliminating finger-pointing between renters and owners.
- Most our neighboring communities,— *like the Town of Dunn, Monona, Madison, Middleton, and Waunakee* – also require operators to keep records and report them on demand and on a regular basis to show ordinance compliance, and McFarland should do the same.
  - This includes details of the rentals, complaints and corrective actions, advertisements and so on.
  - The reports are also signed and notarized. If operators fail to report or include false or misleading information – their license can be suspended or revoked. This is critical because enforcement is difficult and relies heavily on self-reporting by operators.
- Additionally, the ordinance must spell out what constitutes a violation and how they are handled so TRH owners know what is expected of their renters, and residents know they are protected. There should be no confusion on:
  - What counts as a violation and the penalty for each one.
  - Which violations are zero-tolerance because they involve safety or public disturbance.
  - The escalation steps that lead to fines, suspension, or license revocation.
  - The mandatory consequences for repeat or chronic violations.
  - How every violation is logged, investigated, and reported by the Village.

This ordinance is very personal for us—our home is now surrounded by short-term rentals. We never imagined this could ever happen – living in a residential zone – that prior to this law prohibited renting. But now after 32 years - in what we thought was our forever home - we are considering moving. We miss our neighbors and our neighborhood

We hope you will approve the proposed ordinance changes to slow the growth of short-term rentals into the Village, and add more accountability and enforcement measures needed to truly protect the residents.

If you vote no to the proposed changes, or you adopt them with grandfathering, you are effectively saying to us:

- The TRH investors take priority over the residents.
- You are fine with McFarland becoming the next Lake Geneva or Wisconsin Dells

- You accept the negative impacts that will follow - to our schools, our neighborhoods, the residents, our housing shortage, our home values... and more
- And that the Village no longer prioritizes being a great place to live and raise a family --- instead a great place to invest in short-term rentals

If you are still unsure of your decision, I urge you to defer this decision in its entirety to the Village Board whose role is to set the long-term vision for what McFarland will be in years to come.

Thank you.

I wanted to share my comments following the March 2nd Public Safety Meeting regarding the proposed TRH ordinance changes, specifically these topics:

- “Lack of complaints” meaning there is no issue
- Protecting “small businesses” (referring to the TRHs)
- Difficulty enforcing TRH requirements
- Whether existing TRHs should be grandfathered
- Counting “votes” for or against the proposed changes
- Density concerns

### **“Lack of Complaints” Does Not Mean Lack of Impact**

- Resident comments made it clear that the single police complaint on record does not reflect the real impact TRHs are having on neighborhoods.
- Many residents do not know the correct process for reporting issues, and not all police calls result in citations.
- Homes near TRHs clearly experience more noise, more traffic, reduced neighborhood cohesion, etc.
- I hope we can update our ordinance to clearly define:
  - What constitutes a violation
  - Penalties
  - How complaints should be reported and documentedThis will reduce confusion for neighbors, operators, and renters and make enforcement more effective. See my prior email dated Feb 2 with examples from researching this.
- I hope we can add these lake-specific regulations:
  - Quiet hours 8:00pm–9:00am; any noise audible beyond the property line is a violation.
  - No outdoor hot tub or pool use during quiet hours.
  - No amplified outdoor sound.
  - No gatherings on piers/docks (noise carries extremely far over water).
  - One boat maximum at a pier; no overnight docking.
  - Maximum of 8 occupants regardless of the number of bedrooms.
- I also think these would be good regulations for all (if we don’t have them already):
  - No TRH may allow noise or disturbance audible beyond the property boundary that interferes with neighbors’ enjoyment.
  - Fire pits not allowed within 40 feet of neighboring property lines.
  - No street parking where none exists and where adjacent streets only allow parking on one side. (like Card Ave and private part of Lake Edge Rd)
  - Zero-tolerance violations for dangerous behavior (violent conduct, fireworks, overcapacity by 25%, etc.).
  - Strong penalties for operating without a permit and for providing false or misleading information.

### **Protecting “Small Businesses” vs Protecting Neighborhoods**

- I would argue TRHs are not “small businesses” that warrant the Village’s protection.
- TRHs are essentially small hotels operating within residential zones, not small businesses serving the community.
- They do not provide the types of services or community value that genuine small businesses in commercial districts do.
- The Village’s primary obligation should be to its residents, not to commercial lodging operations in neighborhoods.

## **Ideas to Improve Management & Enforcement**

- Many nearby municipalities (Town of Dunn, Monona, Madison, Middleton and Waunakee) require TRHs to maintain records and provide on-demand and quarterly reporting to demonstrate compliance with their ordinances.
- McFarland should do the same. Operators should maintain:
  - A registry of rentals: dates, number of guests, whether the owner was present, etc.
  - Records of complaints, violations, and corrective actions
  - Copies, website links, or screenshots of all listings
- Records should be kept for a specified number of years and provided to the Village upon request, with penalties for failure to produce them.
- Require quarterly reporting and notarized affidavits (with penalties for misrepresentation) would improve compliance.
- One unified set of rules (no grandfathering) will make enforcement much clearer and more consistent.
- (*I think the lawyer mentioned this*) – increase TRH license holder accountability.
  - Add to our ordinance: the license holder shall be responsible and liable for all conduct, actions, and violations committed by renters, guests, invitees, and animals on the premises during any rental period, regardless of the license holder's physical presence.
  - This is common and communities routinely include "owner responsibility" language to ensure accountability. (Madison, Monona, Middleton, Waunakee, etc.)
  - Short-term rentals create impacts because of the actions of guests, not owners. If owners were only responsible when present, the ordinance would be unenforceable since TRH owners are rarely present during rentals.

## **Grandfathering Existing TRHs Is Not Necessary and Not Fair**

- There is no legal or moral obligation to grandfather current TRHs.
- Businesses - especially those operating commercial activities - routinely must comply with new regulations meant to protect public safety and community welfare.
- TRHs create the same noise, traffic, parking, and safety impacts regardless of when the permit was issued.
- Grandfathering would:
  - Lock in the very problems the ordinance is attempting to solve
  - Make enforcement more confusing
  - Be unfair to the neighbors who are already living with these impacts
- The annual permit process already anticipates that regulations may change.

## **Counting "Votes" For or Against the Changes**

- I feel this decision should be guided by the Village's long-term vision and not based on the number of comments made by TRH operators and residents - for or against the proposed changes.
- Do we want to remain a cohesive, residential, family-focused community – or become a high-density short-term rental destination like Lake Geneva?
- Residents can move. TRHs can relocate. But allowing unlimited short-term rentals will permanently shape the character of McFarland.
- I strongly feel the proposed ordinance changes are necessary if we want to preserve the community we have today.

## **No Options to Manage Density**

- I'm hoping we have explored all options to limit the density and clustering we are seeing today.
- This law seems to have different implementations across the State. I don't understand why we can't include some of the stricter regulations that some other communities have implemented. For example:
  - Many municipalities (Town of Dunn, Monona, Madison, Middleton, and Waunakee) require TRHs in residential zones to be owner-occupied (typically at least 183 days/year). *I believe this was the original intent of the law.*
  - Some prohibit TRHs owned by LLCs or non-profits.
  - WI Dells provides different requirements in residential and commercial zones. For example, residential zones require owner occupancy, while commercial zones do not.

Thank You and thank you for your time and your service to our community. I appreciate your continued work on this important issue.

Kathy Carl  


  
VILLAGE OF  
**McFarland**  
**SUMMARY SHEET**

**MEETING DATE:** Thursday, April 9, 2026

**SECTION:** Business

**DEPARTMENT:** Administration

**CONTACT:** Cassandra Suettinger, Deputy Administrator/Clerk, Brian Redman, Police Chief, Chris Dennis, Fire/Rescue Chief

**AGENDA ITEM:** Discussion and recommendation on a Class "A" beer and "Class A" Liquor license for Swiftstop FuelLLC d/b/a BP McFarland #107 for the property located at 4701 Burma Road for the period ending June 30, 2026.

**PREVIOUS ACTION:**

**ISSUE SUMMARY:**

The BP located at 4701 Burma Road will be changing ownership to Swiftstop Fuel LLC. Attached is the application.

**FINANCIAL/BUDGET IMPACT:**

Additional pro-rated licensing revenue.

**VILLAGE PLAN REFERENCE:**

N/A

**ORDINANCE REFERENCE:**

**ARTICLE 11-II ALCOHOL BEVERAGES**

**BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:**

Recommended for approval.

*Motion to recommend approval of a Class "A" beer and "Class A" Liquor license for Swiftstop FuelLLC d/b/a BP McFarland #107 for the property located at 4701 Burma Road for the period ending June 30, 2026.*

**ATTACHMENTS:**

1. BP McFarland #107\_Redacted

Form  
AB-200

# Alcohol Beverage License Application

| For Municipal Use Only |  |
|------------------------|--|
| Municipality           |  |
| License Period         |  |

**License(s) Requested:** (up to two boxes may be checked)

- |   |  |
|---|--|
| <input checked="" type="checkbox"/> Class "A" Beer ..... \$ _____   | <input type="checkbox"/> Class "B" Beer ..... \$ _____     |
| <input checked="" type="checkbox"/> "Class A" Liquor ..... \$ _____ | <input type="checkbox"/> "Class B" Liquor ..... \$ _____   |
| <input type="checkbox"/> "Class A" Liquor (cider only) \$ _____     | <input type="checkbox"/> Reserve "Class B" Liquor \$ _____ |
| <input type="checkbox"/> "Class C" Liquor (wine only) \$ _____      |  |

| Fees                 |           |
|----------------------|-----------|
| License Fees         | \$        |
| Background Check Fee | \$        |
| Publication Fee      | \$        |
| <b>Total Fees</b>    | <b>\$</b> |

### Part A: Premises/Business Information

|  |   |   |  |
|--|---|---|--|
| 1. Legal Business Name (Individual name if sole proprietorship)<br><b>SWIFTSTOP FUEL LLC</b>   |   |   |  |
| 2. Business Trade Name or DBA<br><i>BP McFarland #107</i>  |   |   |  |
| 3. FEIN<br>[REDACTED]  |   | 4. Wisconsin Seller's Permit Number<br>[REDACTED] |  |
| 5. Entity Type (check one)<br><input type="checkbox"/> Sole Proprietor <input type="checkbox"/> Partnership <input checked="" type="checkbox"/> Limited Liability Company <input type="checkbox"/> Corporation <input type="checkbox"/> Nonprofit Organization   |   |   |  |
| 6. State of Organization<br><b>WI</b>  |   | 7. Date of Organization<br><b>2/12/2026</b>       | 8. Wisconsin DFI Registration Number<br>[REDACTED] |
| 9. Premises Address<br><b>4701 Burma Rd</b>  |   |   |  |
| 10. City<br><b>McFarland</b>   |   | 11. State<br><b>WI</b>                            | 12. Zip Code<br><b>53558</b>                       |
| 13. County<br><b>Dane</b>  | 14. Governing Municipality: <input type="checkbox"/> City <input type="checkbox"/> Town <input checked="" type="checkbox"/> Village<br>of: <b>McFarland</b> |   | 15. Aldermanic District                            |
| 16. Premises Phone<br><b>608-669-1526</b>  | 17. Premises Email<br><b>swiftstopfuelllc@gmail.com</b>   |   | 18. Website  |
| 19. Premises Description - Describe the building or buildings where alcohol beverages are produced, sold, stored, or consumed, and related records are kept. Describe all rooms within the building, including living quarters. Authorized alcohol beverage activities and storage of records may occur only on the premises described in this application. Attach a map or diagram and additional sheets if necessary.<br><i>back stock room. Beer on cooler liquor on shelves and front counter.</i> |   |   |  |
| 20. Mailing Address (if different from premises address)   |   |   |  |
| 21. City   |   | 22. State   | 23. Zip Code                                       |

### Part B: Questions

|   |          |  |
|---|----------|--|
| 1. Has the business (sole proprietorship, partnership, limited liability company, or corporation) been convicted of violating federal or state laws or local ordinances? Exclude traffic offenses unless related to alcohol beverages. <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No<br>If yes, list the details of violation below. Attach additional sheets if necessary. |          |  |
| Law/Ordinance Violated  | Location | Trial Date   |
| Penalty Imposed   |          | Was sentence completed? . . . . <input type="checkbox"/> Yes <input type="checkbox"/> No |
| Law/Ordinance Violated  | Location | Trial Date   |
| Penalty Imposed   |          | Was sentence completed? . . . . <input type="checkbox"/> Yes <input type="checkbox"/> No |

2. Are charges for any offenses pending against the business? Exclude traffic offenses unless related to alcohol . . .  Yes  No beverages.  
 If yes, describe the nature and status of pending charges using the space below. Attach additional sheets as needed.

3. Is the applicant business or any of its officers, directors, members, agent, employees, owners, or other related individuals or entities a restricted investor with any interest in an alcohol beverage producer or distributor? . . .  Yes  No  
 If yes, provide the name of the restricted investor and describe the nature of the interest.

4. Is the applicant business owned by another business entity? . . . . .  Yes  No  
 If yes, provide the name(s) and FEIN(s) of the business entity owners below. Attach additional sheets as needed.

|                             |                          |
|-----------------------------|--------------------------|
| 4a. Name of Business Entity | 4b. Business Entity FEIN |
|-----------------------------|--------------------------|

5. Have the partners, agent, or sole proprietor satisfied the responsible beverage server training requirement for this license period? Submit proof of completion. . . . .  Yes  No

6. Is the applicant business indebted to any wholesaler beyond 15 days for beer or 30 days for liquor/wine? . . . . .  Yes  No

7. Does the applicant business owe past due municipal property taxes, assessments, or other fees? . . . . .  Yes  No

**Part C: Individual Information**

List the name, title, and phone number for each person or entity holding the following positions in the applicant business or businesses listed in Part B, Question 4: sole proprietor, all officers, directors, and agent of a corporation or nonprofit organization, all partners of a partnership, and all members, managers, and agent of a limited liability company. Attach additional sheets if necessary.  
 Include Form AB-100 for each person listed below. Corporations and LLCs must appoint an agent by including Form AB-101.

| Last Name | First Name | Title | Phone      |
|-----------|------------|-------|------------|
| LNU       | DEEPAK     | Owner | [REDACTED] |
|           |            |       |            |
|           |            |       |            |

**Part D: Attestation**

One of the following must sign and attest to this application:  
 • sole proprietor      • one general partner of a partnership      • one corporate officer      • one member of an LLC

**READ CAREFULLY BEFORE SIGNING:** Under penalty of law, I have answered each of the above questions completely and truthfully. I agree that I am acting solely on behalf of the applicant business and not on behalf of any other individual or entity seeking the license. Further, I agree that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another individual or entity. I agree to operate this business according to the law, including but not limited to, purchasing alcohol beverages from state authorized wholesalers. I understand that lack of access to any portion of a licensed premises during inspection will be deemed a refusal to allow inspection. Such refusal is a misdemeanor and grounds for revocation of this license. I understand that any license issued contrary to Wis. Stat. Chapter 125 shall be void under penalty of state law. I further understand that I may be prosecuted for submitting false statements and affidavits in connection with this application, and that any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000 if convicted.

|                         |                             |                           |
|-------------------------|-----------------------------|---------------------------|
| Last Name<br><b>LNU</b> | First Name<br><b>DEEPAK</b> | M.I.                      |
| Title<br><b>Owner</b>   | Email<br>[REDACTED]         | Phone<br>[REDACTED]       |
| Signature<br>[REDACTED] |                             | Date<br><b>03.04.2026</b> |

**Part E: For Clerk Use Only**

|                                       |                |   |                     |
|---------------------------------------|----------------|---|---------------------|
| Date Application Was Filed With Clerk | License Number | Date License Granted                            | Date License Issued |
| Signature of Clerk/Deputy Clerk       |                | Date Provisional License Issued (if applicable) |                     |

# Alcohol Beverage Appointment of Agent

Date  
03/03/2026

| Agent Type (check one)                     |  |
|--|--|
| <input type="checkbox"/> Original (no fee) | <input type="checkbox"/> Successor (\$10 fee for municipal licensees only) |

| Part A: Business Information   |  |
|--|--|
| 1. Legal Business Name (individual name if sole proprietor)<br><b>SWIFTSTOP FUEL LLC</b>   |  |
| 2. Business Trade Name or DBA<br><b>BP McFarland #107</b>  |  |
| 3. Entity Type (check one)<br><input checked="" type="checkbox"/> Limited Liability Company <input type="checkbox"/> Corporation <input type="checkbox"/> Nonprofit Organization |  |
| 4. Alcohol Beverage Business Authorization (check one)<br><input type="checkbox"/> Municipal Retail License <input checked="" type="checkbox"/> State Permit                     | 5. If successor agent, provide State Permit or Municipal Retail License Number<br><div style="background-color: black; width: 100px; height: 15px;"></div> |
| 6. Describe the reason for appointing a successor agent, if successor is checked above.  |  |

| Part B: Agent Information  |                                |  |  |
|--|--------------------------------|--|--|
| 1. Last Name<br><b>LNU</b>   | 2. First Name<br><b>DEEPAK</b> | 3. M.I.  |  |
| 4. Email<br><div style="background-color: black; width: 100%; height: 15px;"></div>                            |                                | 5. Phone<br><div style="background-color: black; width: 100%; height: 15px;"></div>    |  |
| 6. Home Address<br><div style="background-color: black; width: 100%; height: 15px;"></div>                     |                                |  |  |
| 7. City<br><div style="background-color: black; width: 100%; height: 15px;"></div>                             | 8. State<br><b>WI</b>          | 9. Zip Code<br><div style="background-color: black; width: 100%; height: 15px;"></div> | 10. Date of Birth<br><div style="background-color: black; width: 100%; height: 15px;"></div> |
| 11. Drivers License/State ID Number<br><div style="background-color: black; width: 100%; height: 15px;"></div> |                                | 12. Drivers License/State ID State of Issuance<br><b>WI</b>                            |  |

| Part C: Agent Questions  |   |
|--|---|
| 1. Have you satisfied the responsible beverage server training requirement?<br>Submit proof of completion.   | <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No |
| 2. Have you completed Form AB-100, <i>Alcohol Beverage Individual Questionnaire</i> (licensee) or Form AB-300, <i>Alcohol Beverage Personal Questionnaire</i> (permittee)? | <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No |
| 3. Have you been a Wisconsin resident for at least 90 continuous days?<br>See instructions for exceptions.   | <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No |

Continued →

**Part D: Business Attestation**

READ CAREFULLY BEFORE SIGNING: I, the **Undersigned**, authorize the above-named individual to act for the above-named corporation, nonprofit organization, or limited liability company with full authority and control of the premises and of all alcohol beverage activities on such premises. I certify that I am authorized by the above-named entity to authorize this individual to act on behalf of the entity. If I am appointing a successor agent, I rescind all previous agent appointments for this premises. Further, I understand that I may be prosecuted for submitting false statements and affidavits in connection with this application, and that any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000 if convicted.

|                         |            |                             |                     |      |
|-------------------------|------------|-----------------------------|---------------------|------|
| Last Name<br><b>LNU</b> |            | First Name<br><b>DEEPAK</b> |                     | M.I. |
| Title<br><b>Owner</b>   | [REDACTED] | Email<br>[REDACTED]         | Phone<br>[REDACTED] |      |
| Signature<br>[REDACTED] |            |                             | Date                |      |

**Part E: Agent Attestation**

READ CAREFULLY BEFORE SIGNING: I, the **Agent**, hereby accept this appointment as agent for the above-named corporation, nonprofit organization, or limited liability company and assume full responsibility for the conduct of all alcohol beverage activities on the premises for the above-named business. I further understand that I may be prosecuted for submitting false statements and affidavits in connection with this application, and that any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000 if convicted.

|                         |  |                             |  |                           |
|-------------------------|--|-----------------------------|--|---------------------------|
| Last Name<br><b>LNU</b> |  | First Name<br><b>DEEPAK</b> |  | M.I.                      |
| Signature<br>[REDACTED] |  |                             |  | Date<br><b>03.04.2026</b> |

  
VILLAGE OF  
**McFarland**  
**SUMMARY SHEET**

**MEETING DATE:** Thursday, April 9, 2026

**SECTION:** Business

**DEPARTMENT:** Administration

**CONTACT:** Cassandra Suettinger, Deputy Administrator/Clerk, Brian Redman, Police Chief, Chris Dennis, Fire/Rescue Chief

**AGENDA ITEM:** Discussion and recommendation on a Class "A" Beer and "Class A" Liquor License for Summit Petroleum LLC d/b/a Quick Pick for the property located 4800 Larson Road for the period ending June 30, 2026.

**PREVIOUS ACTION:**

**ISSUE SUMMARY:**

The BP located at 4800 Larson Beach Road will be changing ownership to Summit Petroleum LLC doing business as Quick Pick Alcohol. Attached is the application.

**FINANCIAL/BUDGET IMPACT:**

Additional pro-rated licensing revenue.

**VILLAGE PLAN REFERENCE:**

N/A

**ORDINANCE REFERENCE:**

**ARTICLE 11-II ALCOHOL BEVERAGES**

**BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:**

Recommended for approval.

*Motion to recommend approval of a Class "A" Beer and "Class A" Liquor License for Summit Petroleum LLC d/b/a Quick Pick for the property located 4800 Larson Road.*

**ATTACHMENTS:**

1. Quick Pick\_Redacted

Form  
AB-200

# Alcohol Beverage License Application

| For Municipal Use Only |  |
|------------------------|--|
| Municipality           |  |
| License Period         |  |

License(s) Requested: (up to two boxes may be checked)

- |   |  |
|---|--|
| <input checked="" type="checkbox"/> Class "A" Beer ..... \$ _____   | <input type="checkbox"/> Class "B" Beer ..... \$ _____     |
| <input checked="" type="checkbox"/> "Class A" Liquor ..... \$ _____ | <input type="checkbox"/> "Class B" Liquor ..... \$ _____   |
| <input type="checkbox"/> "Class A" Liquor (cider only) \$ _____     | <input type="checkbox"/> Reserve "Class B" Liquor \$ _____ |
| <input type="checkbox"/> "Class C" Liquor (wine only) \$ _____      |  |

| Fees                 |           |
|----------------------|-----------|
| License Fees         | \$        |
| Background Check Fee | \$        |
| Publication Fee      | \$        |
| <b>Total Fees</b>    | <b>\$</b> |

### Part A: Premises/Business Information

|  |   |   |  |
|--|---|---|--|
| 1. Legal Business Name (Individual name if sole proprietorship)<br><b>SUMMIT PETROLEUM LLC</b>   |   |   |  |
| 2. Business Trade Name or DBA<br><i>Quick Pick</i>   |   |   |  |
| 3. FEIN<br>[REDACTED]  |   | 4. Wisconsin Seller's Permit Number<br>[REDACTED] |  |
| 5. Entity Type (check one)<br><input type="checkbox"/> Sole Proprietor <input type="checkbox"/> Partnership <input checked="" type="checkbox"/> Limited Liability Company <input type="checkbox"/> Corporation <input type="checkbox"/> Nonprofit Organization   |   |   |  |
| 6. State of Organization<br><b>WI</b>  |   | 7. Date of Organization<br><b>03/11/2026</b>      | 8. Wisconsin DFI Registration Number<br>[REDACTED] |
| 9. Premises Address<br><b>4800 Larson Beach Rd</b>   |   |   |  |
| 10. City<br><b>McFarland</b>   |   | 11. State<br><b>WI</b>                            | 12. Zip Code<br><b>53558</b>                       |
| 13. County<br><b>Dane</b>  | 14. Governing Municipality: <input type="checkbox"/> City <input type="checkbox"/> Town <input checked="" type="checkbox"/> Village<br>of: <b>McFarland</b> |   | 15. Aldermanic District                            |
| 16. Premises Phone<br><b>(414) 274-9755</b>  | 17. Premises Email<br>[REDACTED]  | 18. Website                                       |  |
| 19. Premises Description - Describe the building or buildings where alcohol beverages are produced, sold, stored, or consumed, and related records are kept. Describe all rooms within the building, including living quarters. Authorized alcohol beverage activities and storage of records may occur only on the premises described in this application. Attach a map or diagram and additional sheets if necessary.<br><i>All sales and storage is behind the counter. All invoices are kept in office also behind the counter. WAK IN COOLER. Sales Area by counter. Back Room Storage behind counter</i> |   |   |  |
| 20. Mailing Address (if different from premises address)   |   |   |  |
| 21. City   |   | 22. State   | 23. Zip Code                                       |

### Part B: Questions

|   |          |  |  |
|---|----------|--|--|
| 1. Has the business (sole proprietorship, partnership, limited liability company, or corporation) been convicted of violating federal or state laws or local ordinances? Exclude traffic offenses unless related to alcohol beverages. <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No<br>If yes, list the details of violation below. Attach additional sheets if necessary. |          |  |  |
| Law/Ordinance Violated  | Location | Trial Date   |  |
| Penalty Imposed   |          | Was sentence completed? . . . . <input type="checkbox"/> Yes <input type="checkbox"/> No |  |
| Law/Ordinance Violated  | Location | Trial Date   |  |
| Penalty Imposed   |          | Was sentence completed? . . . . <input type="checkbox"/> Yes <input type="checkbox"/> No |  |

2. Are charges for any offenses pending against the business? Exclude traffic offenses unless related to alcohol . .  Yes  No beverages.

If yes, describe the nature and status of pending charges using the space below. Attach additional sheets as needed.

3. Is the applicant business or any of its officers, directors, members, agent, employees, owners, or other related individuals or entities a restricted investor with any interest in an alcohol beverage producer or distributor? . .  Yes  No  
If yes, provide the name of the restricted investor and describe the nature of the interest.

4. Is the applicant business owned by another business entity? . . . . .  Yes  No  
If yes, provide the name(s) and FEIN(s) of the business entity owners below. Attach additional sheets as needed.

|                             |                          |
|-----------------------------|--------------------------|
| 4a. Name of Business Entity | 4b. Business Entity FEIN |
|-----------------------------|--------------------------|

5. Have the partners, agent, or sole proprietor satisfied the responsible beverage server training requirement for this license period? Submit proof of completion. . . . .  Yes  No

6. Is the applicant business indebted to any wholesaler beyond 15 days for beer or 30 days for liquor/wine? . . . . .  Yes  No

7. Does the applicant business owe past due municipal property taxes, assessments, or other fees? . . . . .  Yes  No

**Part C: Individual Information**

List the name, title, and phone number for each person or entity holding the following positions in the applicant business or businesses listed in Part B, Question 4: sole proprietor, all officers, directors, and agent of a corporation or nonprofit organization, all partners of a partnership, and all members, managers, and agent of a limited liability company. Attach additional sheets if necessary.

Include Form AB-100 for each person listed below. Corporations and LLCs must appoint an agent by including Form AB-101.

| Last Name | First Name | Title | Phone      |
|-----------|------------|-------|------------|
| Maqbool   | Adnan      | Owner | [REDACTED] |
|           |            |       |            |
|           |            |       |            |
|           |            |       |            |

**Part D: Attestation**

One of the following must sign and attest to this application:

- sole proprietor
- one general partner of a partnership
- one corporate officer
- one member of an LLC

**READ CAREFULLY BEFORE SIGNING:** Under penalty of law, I have answered each of the above questions completely and truthfully. I agree that I am acting solely on behalf of the applicant business and not on behalf of any other individual or entity seeking the license. Further, I agree that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another individual or entity. I agree to operate this business according to the law, including but not limited to, purchasing alcohol beverages from state authorized wholesalers. I understand that lack of access to any portion of a licensed premises during inspection will be deemed a refusal to allow inspection. Such refusal is a misdemeanor and grounds for revocation of this license. I understand that any license issued contrary to Wis. Stat. Chapter 125 shall be void under penalty of state law. I further understand that I may be prosecuted for submitting false statements and affidavits in connection with this application, and that any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000 if convicted.

|                             |  |                            |                         |                      |
|-----------------------------|--|----------------------------|-------------------------|----------------------|
| Last Name<br><b>Maqbool</b> |  | First Name<br><b>Adnan</b> |                         | M.I.<br><b>Imran</b> |
| Title<br><b>Owner</b>       |  | Email<br>[REDACTED]        |                         | Phone<br>[REDACTED]  |
| Signature<br>[REDACTED]     |  |                            | Date<br><b>03-19-26</b> |                      |

**Part E: For Clerk Use Only**

|                                       |                |                      |   |
|---------------------------------------|----------------|----------------------|---|
| Date Application Was Filed With Clerk | License Number | Date License Granted | Date License Issued                             |
| Signature of Clerk/Deputy Clerk       |                |                      | Date Provisional License Issued (if applicable) |

**Agent Type (check one)**

Original (no fee)       Successor (\$10 fee for municipal licensees only)

**Part A: Business Information**

1. Legal Business Name (Individual name if sole proprietor)  
SUMMIT PETROLEUM LLC

2. Business Trade Name or DBA  
Quick Pick.

3. Entity Type (check one)       Limited Liability Company       Corporation       Nonprofit Organization

4. Alcohol Beverage Business Authorization (check one)  
 Municipal Retail License       State Permit

5. If successor agent, provide State Permit or Municipal Retail License Number  
[REDACTED]

6. Describe the reason for appointing a successor agent, if successor is checked above.

**Part B: Agent Information**

1. Last Name      Maqbool      2. First Name      Adnan      3. M.I.      Imran

4. Email      [REDACTED]      5. Phone      [REDACTED]

6. Home Address      [REDACTED]

7. City      [REDACTED]      8. State      WI      9. Zip Code      [REDACTED]      10. Date of Birth      [REDACTED]

11. Drivers License/State ID Number      [REDACTED]      12. Drivers License/State ID State of issuance      WI

**Part C: Agent Questions**

1. Have you satisfied the responsible beverage server training requirement? .....  Yes     No  
Submit proof of completion.

2. Have you completed Form AB-100, Alcohol Beverage Individual Questionnaire (licensee) or Form AB-300, Alcohol Beverage Personal Questionnaire (permittee)? .....  Yes     No

3. Have you been a Wisconsin resident for at least 90 continuous days? .....  Yes     No  
See instructions for exceptions.

Continued →

**Part D: Business Attestation**

READ CAREFULLY BEFORE SIGNING: I, the **Undersigned**, authorize the above-named individual to act for the above-named corporation, nonprofit organization, or limited liability company with full authority and control of the premises and of all alcohol beverage activities on such premises. I certify that I am authorized by the above-named entity to authorize this individual to act on behalf of the entity. If I am appointing a successor agent, I rescind all previous agent appointments for this premises. Further, I understand that I may be prosecuted for submitting false statements and affidavits in connection with this application, and that any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000 if convicted.

|                             |                     |                            |                      |
|-----------------------------|---------------------|----------------------------|----------------------|
| Last Name<br><b>Maqbool</b> |                     | First Name<br><b>Adnan</b> | M.I.<br><b>Imran</b> |
| Title<br><b>Owner</b>       | Email<br>[REDACTED] | Phone<br>[REDACTED]        |                      |
| Signature<br>[REDACTED]     |                     | Date<br><b>03-19-26</b>    |                      |

**Part E: Agent Attestation**

READ CAREFULLY BEFORE SIGNING: I, the **Agent**, hereby accept this appointment as agent for the above-named corporation, nonprofit organization, or limited liability company and assume full responsibility for the conduct of all alcohol beverage activities on the premises for the above-named business. I further understand that I may be prosecuted for submitting false statements and affidavits in connection with this application, and that any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000 if convicted.

|                             |  |                            |                      |
|-----------------------------|--|----------------------------|----------------------|
| Last Name<br><b>Maqbool</b> |  | First Name<br><b>Adnan</b> | M.I.<br><b>Imran</b> |
| Signature<br>[REDACTED]     |  | Date<br><b>03-19-26</b>    |                      |