VILLAGE OF MCFARLAND **Village Board** *NOTICE OF PUBLIC MEETING*

Tuesday, April 28, 2026 **7:00 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/83521304605
Or by Telephone: +1 (312) 626-6799
Webinar ID: 835 2130 4605
Press *9 to raise/lower hand. Press *6 to mute/unmute.

1. CALL TO ORDER.

2. ROLL CALL.

3. PUBLIC ANNOUNCEMENTS, COMMUNICATIONS, AND PROCLAMATIONS.
   a. Proclamation for Asian American and Pacific Islander Heritage Month in May.
   b. Proclamation for Mental Health Awareness Month in May.
   c. Proclamation for Older American's Month in May.

4. CONSENT AGENDA.
   a. All items listed under the Consent Agenda will be approved in one motion unless a Board member requests that the item be removed for individual discussion and action. Any item(s) removed for individual consideration shall be considered in the same order in which they were originally listed on the agenda under Business.
      1) Motion to approve the minutes of the March 10, 2026 regular Village Board meeting.
      2) Motion to approve the minutes of the March 24, 2026 regular Village Board meeting.
      3) Motion to approve the minutes of the April 16, 2026 regular Village Board meeting.
      4) Motion to approve the minutes of the April 21, 2026 organizational meeting of the Village Board.
      5) Motion to approve checks in the amount of $185,089.34
      6) Motion to approve an event permit for the American Legion Post 534 for the annual Memorial Day parade to be held May 25, 2026 with the conditions provided by staff.
      7) Motion to approve an event permit for the McFarland Chamber of Commerce to hold the Bands by the Boardwalk event June 11, July 9, and August 13, 2026 with the requested variance, with the conditions provided by staff.
      8) Motion to approve the change of agent to appoint Ashley Sheehy to serve as the new alcohol license agent for Kwik Trip #1210.

9) Motion to approve a Partial Release of Restrictions for Lots 1 and 3-16 for the Sperle Corners Plat as recommended by the Plan Commission.

5. 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 village.clerk@mcfarland.wi.us to be included with the agenda materials.

6. BUSINESS.
   a. Discussion and action regarding Resolution #2026-06: a resolution for World Migratory Bird Day on May 9, 2026.

   b. Discussion and action on the Village's Tourist Rooming House ordinance.

   c. Discussion and action regarding Resolution #2026-07: a resolution supporting collaboration with neighboring communities to explore the creation of a joint Fire and EMS Department.

   d. Sustainability & Natural Resources Committee (Trustees Leamy & Neidinger)

      1) Discussion and action on the continuation of the Dane County Waste & Renewables food scraps compost program.

   e. Community Development Authority (Trustees Annen & Fessler)
      Plan Commission (President Brassington & Trustee Fessler)

      1) Discussion and action regarding the issuance of a Request for Proposals for the update of the Village's 2017 Comprehensive Plan.

7. SCHEDULE NEXT MEETING DATE.
   a. Tuesday, May 12, 2026 at 7:00 pm - Regular Village Board

   b. Tuesday, May 26, 2026 at 7:00 pm - Regular Village Board

8. 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 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.

PROCLAMATION

Asian American and Pacific Islander Heritage Month

WHEREAS, every year, Asian American and Pacific Islander (AAPI) Heritage Month is observed nationwide throughout the month of May in recognition of the numerous contributions of Asian Americans and Pacific Islanders across our Village, State, and Country;

WHEREAS, Asian Americans and Pacific Islanders have lived and worked in Wisconsin for more than a century, and have greatly impacted our state's rich history, culture, economy, and public service;

WHEREAS, the vibrant and diverse cultures of Asian American and Pacific Islander communities in Wisconsin—from families who have called Wisconsin home for generations to recently arrived immigrants and refugees—remain an integral part of the broader community within the State;

WHEREAS, this month, the Village celebrates Asian American and Pacific Islanders throughout our community to ensure that the Village of McFarland is a safe, diverse, welcoming, equitable, and inclusive place for all.

NOW, THEREFORE, BE IT RESOLVED, the Village of McFarland Board of Trustees recognizes May 1, 2026 through May 31, 2026 as Asian American and Pacific Islander Heritage Month and reaffirms that the Village of McFarland is committed to achieving equity and inclusion throughout the entire community.

Proclaimed by the Village President to the Village Board of McFarland, this day the 28th of April, 2026.

Approved:

Stephanie Brassington
Village President

Attest:

Cassandra M. Suettinger
Deputy Administrator/Clerk

www.mcfarland.wi.us | 5915 Milwaukee St, McFarland, WI 53558 | 608.838.7117

PROCLAMATION
Designating May as Mental Health Awareness Month

WHEREAS; mental health is essential to overall well-being, and affects every aspect of our lives, from how we think and feel to how we act, relate to others, and handle stress; and

WHEREAS; many individuals and families across our communities are impacted by mental health conditions, which know no boundaries; and

WHEREAS; stigma surrounding mental health remains a barrier that prevents many people from seeking the help they need and deserve; and

WHEREAS; we recognize the importance of raising awareness, increasing access to care, and supporting the mental wellness of all people through education, open dialogue, and community action; and

WHEREAS; Mental Health Awareness month serves as a crucial reminder that no one is alone, that help is available, and that together, we can create a culture of compassion, understanding and support; and

WHEREAS; Mental Health Month celebrates the resilience and strength of individuals living with mental illness, recognizing their courage, determination, and achievements in overcoming obstacles, seeking help, and embracing hope and healing; and

WHEREAS; Mental Health Month serves as a call to action for individuals, communities, and policymakers to prioritize mental health and well-being, invest in prevention, early intervention, and support services, and work together to create a more inclusive, compassionate, and supportive society; and

WHEREAS; during the month of May and every month, the Village of McFarland reaffirms its commitment to working alongside community leaders and organizations to build a future for the Village that works for everyone, celebrates everyone, and welcomes everyone, and to find strength in unity to overcome the gaps and disparities that so often hold communities back;

Now, therefore be it proclaimed, The Village of McFarland Board of Trustees recognizes the month of May as Mental Health Awareness Month and reaffirms that the Village of McFarland is committed to education and awareness-raising surrounding Mental Health.

ATTEST:

_____
Cassandra Suettinger
Deputy Administrator/Village Clerk

APPROVED:

Stephanie Brassington
Village President

Proclamation
May is Older Americans Month

WHEREAS; aging and older adults in McFarland have shared their time, talent, and life experiences for the betterment of their community and society; and

WHEREAS; whether by serving as caregivers for family and community members in need, volunteering in their community, or providing leadership and knowledge to future generations, older adults make countless contributions to our community; and

WHEREAS; the Village of McFarland strives to build a strong and vibrant community that encourages, engages, and supports aging and older adults in pursuing personal interests and social activities that promote vitality, independence, and the opportunity to age with dignity, choice and respect; and

WHEREAS; the theme of this year's Older Americans Month, "Champion Your Health," focuses on prevention, wellness, and personal responsibility as cornerstones of healthy aging, and encourages taking an active role in managing health, advocating for oneself, accessing preventive care, and making informed decisions that support independence; and

WHEREAS; this month, the Village of McFarland celebrates all aging and older adult community members for their wisdom, advocacy, hard work, and volunteerism and reaffirms the importance of evidence-based approaches, enhanced social engagement, and community partnerships that support and empower individuals to lead their healthiest lives;

Now, therefore be it proclaimed, The Village of McFarland Board of Trustees recognizes the month of May as

OLDER AMERICANS MONTH

ATTEST:

_____
Cassandra Suettinger
Deputy Administrator/Village Clerk

APPROVED:

Stephanie Brassington
Village President

McFarland Senior Outreach Documentary Screening and Silent Auction

5:30-7:30 p.m., Wednesday, May 6
McFarland Municipal Center, 5915 Milwaukee St.

Please join us for an evening to celebrate older adults in our community. All silent auction proceeds will go to the McFarland Area Outreach Endowment. Refreshments will be served and there will be a red carpet with photo opportunities for all.



Space is limited and reservations are required by calling Senior Outreach at 608-838-7117.

VILLAGE OF McFarland

VILLAGE OF
McFarland

SUMMARY SHEET

MEETING DATE: Tuesday, April 28, 2026

SECTION: Consent Agenda

The Consent Agenda is for routine, procedural, and self-explanatory non-controversial items. Items will be approved by one motion unless a Board member requests that the item be removed. Board members who have a question on an item on the consent agenda or would like to have additional discussion, should request an item be removed from the consent agenda and discussed separately. Items requested to be dealt with separately, will be dealt with in the same order in which they were originally listed on the Consent Agenda under Business.

VILLAGE OF MCFARLAND

Village Board Minutes

Tuesday, March 10, 2026 - 7:00 PM

1. CALL TO ORDER.

Village President Brassington called the regular meeting of the McFarland Village Board to order at 7:00 pm in the Community Room of the McFarland Municipal Center.

2. ROLL CALL.

Village Board members present: Village Trustee Kathy Annen, Village Trustee Ken Boyd, Village President Stephanie Brassington, Village Trustee Luke Fessler, Village Trustee Alisa Leamy, Village Trustee Miguel Pena, Village Trustee Lowell J. Prill

Village Board members not present: None

Staff Present: Village Administrator Matt Schuenke, Police Chief Brian Redman, Public Works Director Lee Igl, and Fire/EMS Director Chris Dennis.

3. PUBLIC ANNOUNCEMENTS, COMMUNICATIONS, AND PROCLAMATIONS.

a. Spring Election Information - April 7, 2026

Clerk Suettinger presented the Spring Election information for the upcoming April 7, 2026 Spring Election.

4. CONSENT AGENDA.

a. All items listed under the Consent Agenda will be approved in one motion unless a Board member requests that the item be removed for individual discussion and action. Any item(s) removed for individual consideration shall be considered in the same order in which they were originally listed on the agenda under Business.

1) Motion to approve the minutes of the February 24, 2026 regular meeting.

2) Motion to approve checks in the amount of $444,955.94

3) Motion to approve the MS4 Annual Report for 2025 as recommended by the Public Works & Utilities Committee

4) Motion to approve the issuance of a Request for Proposal (RFP) for storm sewer cleaning and televising services as recommended by the Public Works & Utilities Committee.

5) Motion to approve a proposal from Parkitecture for Cedar Ridge Playground design services as recommended by the Parks & Recreation Committee

6) Motion to approve a proposal from Parkitecture for William McFarland Park site plan update as recommended by the Parks & Recreation Committee

Motion by Village President Stephanie Brassington, second by Village Trustee Luke Fessler, to approve the consent agenda as presented. Motion carries 7 - 0 - 0 by acclamation.

5. 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 village.clerk@mcfarland.wi.us to be included with the agenda materials.*

None.

6. BUSINESS.

a. *Parks and Recreation Committee (Trustees Fessler & Leamy)*

1) *Motion to approve a proposal from Parkitecture for Arnold Larson Park conceptual site plan.*

Motion by Village Trustee Luke Fessler, second by Village Trustee Alisa Leamy, to Motion to approve a proposal from Parkitecture for Arnold Larson Park conceptual site plan in the amount of $12,536. Motion carries 7 - 0 - 0 by acclamation.

b. *Public Works & Utilities Committee (President Brassington & Trustee Prill)*

1) *Discussion and action regarding the award of contract for the 2026 Street & Utility Improvements project.*

Motion by Village President Stephanie Brassington, second by Village Trustee Lowell J. Prill, to approve the award of contract to Maddrell Excavating, LLC of Broadhead,WI for a base bid of $2,295,085.94, including the alternate bid of $190,970.58 and supplemental bid of $142,067.75 for a contract total of $2,628,124.27 and total project cost with engineering and contingency of $3,027,906. Motion carries 7 - 0 - 0 by acclamation.

c. *Discussion and action to consider a contract extension for managed information technology services.*

Motion by Village President Stephanie Brassington, second by Village Trustee Luke Fessler, to approve a contract extension for managed information technology services subject to the preparation and approval of a contract by the Village Attorney. Motion carries 7 - 0 - 0 by acclamation.

d. *Discussion and action to make a Community Project Funding request through Congressman Mark Pocan's office to support the construction of a new rail spur for the Bliffert Lumber Development.*

Motion by Village President Stephanie Brassington, second by Village Trustee Ken Boyd, to authorize the Village Administrator to make a Community Project Funding request through Congressman Mark Pocan's office to support the construction of a new rail spur for the Bliffert Lumber Development. Motion carries 7 - 0 - 0 by acclamation.

7. REQUESTS FOR REFERRAL OF NEW ITEMS.

None.

8. CLOSED SESSION.

a. Discussion and action on entering into closed session in accordance with Wis. Stats. 19.85(1)(c) to consider employment, promotion, compensation, or other performance evaluation data of any public employee over which the governmental body has jurisdiction or exercises responsibility, specifically to consider 2025 performance evaluation data for the Village Administrator position.

Motion by Village Trustee Luke Fessler, second by Village President Stephanie Brassington, to enter into closed session in accordance with Wis. Stats. 19.85(1)(c) to consider employment, promotion, compensation, or other performance evaluation data of any public employee over which the governmental body has jurisdiction or exercises responsibility, specifically to consider 2025 performance evaluation data for the Village Administrator position at 7:28 p.m.. Motion carries 7 - 0 - 0 by on a roll call vote, all voting aye.

9. RECONVENE INTO OPEN SESSION.

Motion by Trustee Luke Fessler, second by President Stephanie Brassington, to reconvene into open session at 9:01 p.m.

10. SCHEDULE NEXT MEETING DATE.

a. Thursday, March 19, 2026 at 5:00 pm - Special Village Board (Facility Workshop)

b. Tuesday, March 24, 2026 at 7:00 pm - Regular Village Board

c. Tuesday, April 14, 2026 at 7:00 pm - Regular Village Board

d. Tuesday, April 21, 2026 at 7:00 pm - Annual Village Board Organizational Meeting

11. ADJOURNMENT.

Motion by Trustee Miguel Pena, second by Trustee Luke Fessler, to adjourn at 9:02 p.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,
Cassandra Suettinger
Deputy Administrator/Clerk

VILLAGE OF MCFARLAND

Village Board - AMENDED Minutes

Tuesday, March 24, 2026 - 6:00 PM

1. CALL TO ORDER - 6:00 PM START TIME

Village President Brassington called the regular meeting of the McFarland Village Board to order at 6:00 pm in the Community Room of the McFarland Municipal Center.

2. ROLL CALL.

Village Board members present: Village Trustee Kathy Annen, Village Trustee Ken Boyd, Village President Stephanie Brassington, Village Trustee Luke Fessler, Village Trustee Alisa Leamy, Village Trustee Miguel Peña, Village Trustee Lowell J. Prill

Village Board members not present: None

Staff Present: Village Administrator Matt Schuenke, Deputy Administrator/Clerk Cassandra Suettinger, Police Chief Brian Redman, Outreach Director Katie Gletty-Syoen, and Fire/EMS Director Chris Dennis.

3. CLOSED SESSION.

a. *Discussion and action on entering into closed session in accordance with Wis. Stats. 19.85(1)(c) to consider employment, promotion, compensation, or other performance evaluation data of any public employee over which the governmental body has jurisdiction or exercises responsibility, specifically to consider 2025 performance evaluation data for the Village Administrator position.*

Motion by Village President Stephanie Brassington, second by Village Trustee Luke Fessler, to enter into closed session in accordance with Wis. Stats. 19.85(1)(c) to consider employment, promotion, compensation, or other performance evaluation data of any public employee over which the governmental body has jurisdiction or exercises responsibility, specifically to consider 2025 performance evaluation data for the Village Administrator position at 6:01 p.m.. Motion carries 7 - 0 - 0 by acclamation.

4. RECONVENE INTO OPEN SESSION.

Motion by Village President Stephanie Brassington, second by Village Trustee Kathy Annen, to reconvene into open session at 7:02 p.m. Motion carries 7 - 0 - 0 by acclamation.

5. COMMENCE THE REGULAR BUSINESS PORTION OF THE MEETING - 7:00 PM

President Brassington called the regular business portion of the meeting to order at 7:00 p.m.

6. PUBLIC ANNOUNCEMENTS, COMMUNICATIONS, AND PROCLAMATIONS.

a. *Autism Acceptance Week Proclamation - March 30 through April 6, 2026*

President Brassington read the Autism Acceptance Week Proclamation into the record and proclaimed March 30th through April 6th as Autism Acceptance week in the Village of Mcfarland.

b. *Volunteer Appreciation Month April*

Outreach Director Katie Gletty-Syoen read the Volunteer Appreciation Month proclamation into the record with the Village proclaiming April as Volunteer Appreciation Month. She also highlighted the upcoming Community Service Day and the opportunity for volunteerism in the Village.

c. *Spring Election Information - April 7, 2026*
Deputy Administrator/Clerk Suettinger provided Spring Election information for the upcoming April 7, 2026 election.

7. CONSENT AGENDA.

a. *All items listed under the Consent Agenda will be approved in one motion unless a Board member requests that the item be removed for individual discussion and action. Any item(s) removed for individual consideration shall be considered in the same order in which they were originally listed on the agenda under Business.*

1) *Motion to approve checks in the amount of $277,274.65.*

2) *Motion to approve Resolution 2026-05, a resolution approving adjustments to water and sewer utility easements for the Humble Oaks development, 4703 Terminal Drive as recommended by the Plan Commission.*
Motion by Village President Stephanie Brassington, second by Village Trustee Luke Fessler, to approve the consent agenda as presented. Motion carries 7 - 0 - 0 by acclamation.

8. 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 village.clerk@mcfarland.wi.us to be included with the agenda materials.*
None.

9. BUSINESS.

a. *Presentation from Accurate Appraisal on 2026 assessments.*
Gene Bialozor, Village Assessor, presented an overview of 2026 assessments. Village Board members asked questions. Deputy Administrator/Clerk Suettinger provided additional information on Open Book and Board of Review.

b. *Discussion and action to make application to the Staffing for Adequate Fire and Emergency Response (SAFER) Grant and Assistance to Firefighters Grant programs.*
Fire & Rescue Chief Dennis provided an overview of the request to make an application to the Staffing for Adequate Fire and Emergency Response (SAFER) program. Chief Dennis noted they have applied in the past themselves as a department without success, and requested the ability to contract to have a consultant put the grant together for the Village. He noted other municipalities have had success with obtaining a SAFER grant with the help of outside consultants to put the grant together.

Motion by Village President Stephanie Brassington, second by Trustee Luke Fessler, to approve the Fire and Rescue Chief to make application to the Staffing for Adequate Fire and Emergency Response (SAFER) Grant (Staffing Support) and Assistance to Firefighters Grant (SCBA and Radio) programs with application assistance through a Consultant and subject to the authorization to submit application by the Village Administrator. Motion carries 7 - 0 - 0 by acclamation.

c. Community Development Authority (Trustees Annen & Fessler)

1) Discussion regarding a Tax Increment Financing Incentive Application from Ezra Properties, LLC for a commercial indoor children's playground (Well Played) located on portions of parcels 0710-273-8620-1, 0710-273-8640-1 and 0710-273-8665-1 in the vicinity of 4012-4020 Terminal Drive, Tax Increment District #6.

Village Administrator Schuenke provided an overview of the Tax Increment Financing Incentive Application from Ezra Properties, LLC for a commercial indoor children's playground (Well Played) located on portions of parcels 0710-273-8620-1, 0710-273-8640-1 and 0710-273-8665-1 in the vicinity of 4012-4020 Terminal Drive, Tax Increment District #6.

No action was taken on the item. Further discussion was slated for closed session later in the meeting. Any action on this action would take place in open session following closed session.

2) Discussion regarding an amendment to the existing Tax Increment Finance Development Agreement between the Village of McFarland and Ezra Properties, LLC for Phase 1 development at 4703 Terminal Drive, Tax Increment Finance District #3.

Village Administrator Schuenke provided an overview of the amendment to the existing Tax Increment Finance Development Agreement between the Village of McFarland and Ezra Properties, LLC for Phase 1 development at 4703 Terminal Drive, Tax Increment Finance District #3.

No action was taken on the item. Further discussion was slated for closed session later in the meeting. Any action on this action would take place in open session following closed session.

d. Discussion regarding progress with the 2025-2026 McFarland Strategic Implementation Plan as the Village Board goals and objectives for the coming year.

Village Administrator Schuenke provided a progress update of the 2025-2026 McFarland Strategic Implementation Plan as the Village Board goals and objectives for the coming year.

10. CLOSED SESSION.

a. Discussion and action to convene into Closed Session in accordance with Wis. Stats. 19.85(1)(e) to deliberate or negotiate the investment of public funds or other specified public business whenever competitive or bargaining reasons require a closed session, specifically related to:

1) Tax Increment Financing Development Incentives Application from Ezra Properties,

LLC for Well Played, TID #6.

2) *Tax Increment Financing Development Agreement Amendment #1 between the Village of McFarland and Ezra Properties LLC for Phase 1, 4703 Terminal Drive, TID #3.*
Motion by Village President Stephanie Brassington, second by Village Trustee Luke Fessler, to enter Closed Session at 8:15 p.m. in accordance with Wis. Stats. 19.85(1)(e) to deliberate or negotiate the investment of public funds or other specified public business whenever competitive or bargaining reasons require a closed session, specifically related to:

1) Discussion and action regarding a Tax Increment Financing Incentive Application from Ezra Properties, LLC for a commercial indoor children's playground (Well Played) located on portions of
parcels 0710-273-8620-1, 0710-273-8640-1 and 0710-273-8665-1 in the vicinity of 4012-4020 Terminal Drive, Tax Increment District #6.

2) Discussion and action regarding an amendment to the existing Tax Increment Finance Development Agreement between the Village of McFarland and Ezra Properties, LLC for Phase 1 development at
4703 Terminal Drive, Tax Increment Finance District #3.

3) Discussion and action regarding 2025 performance evaluation data for the Village Administrator position.

Motion carries 7 - 0 - 0 by acclamation.

11. RECONVENE INTO OPEN SESSION.
Motion by Village President Stephanie Brassington, second by Village Trustee Luke Fessler, to reconvene into open session at 8:51 p.m. Motion carries 7 - 0 - 0 by acclamation.

12. ACTION ON ITEMS DISCUSSED IN CLOSED SESSION.

a. *Discussion and action regarding a Tax Increment Financing Incentive Application from Ezra Properties, LLC for a commercial indoor children's playground (Well Played) located on portions of parcels 0710-273-8620-1, 0710-273-8640-1 and 0710-273-8665-1 in the vicinity of 4012-4020 Terminal Drive, Tax Increment District #6.*
Motion by Village Trustee Kathy Annen, second by Village Trustee Luke Fessler, to approve a Tax Increment Financing Development Incentives Application from Ezra Properties, LLC for a commercial indoor children's playground (Well Played) located on portions of parcels 0710-273-8620-1, 0710-273-8640-1 and 0710-273-8665-1 in the vicinity of 4012-4020 Terminal Drive, Tax Increment District #6, conditioned on approval of a Development Agreement by the Village Board, including but not limited to the following items:

1. A total tax increment incentive payment of $270,000 upon receiving a final building occupancy permit.

2. Applicant to provide an Improvement Assessment guarantee of at least $1,180,000 as of January 1, 2027.

Motion carries 6 - 1 - 0 by acclamation with Trustee Ken Boyd voting nay.

b. *Discussion and action regarding an amendment to the existing Tax Increment Finance Development Agreement between the Village of McFarland and Ezra Properties, LLC for Phase 1 development at 4703 Terminal Drive, Tax Increment Finance District #3.*
Motion by Village Trustee Kathy Annen, second by Village Trustee Luke Fessler, to approve amendment to the existing Tax Increment Finance Development Agreement between the Village of McFarland and Ezra Properties, LLC for Phase 1 development at 4703 Terminal Drive, Tax Increment Finance District #3. Motion carries 7 - 0 - 0 by acclamation.

c. *Discussion and action regarding 2025 performance evaluation data for the Village Administrator position.*
Motion by Village President Stephanie Brassington, second by Village Trustee Ken Boyd, to accept the 2025 performance evaluation data for the Village Administrator position. Motion carries 7 - 0 - 0 by acclamation.

13. SCHEDULE NEXT MEETING DATE.

a. *Tuesday, April 14, 2026 at 5:30 pm - Committee of the Whole*

b. *Tuesday, April 14, 2026 at 7:00 pm - Regular Village Board*

c. *Tuesday, April 21, 2026 at 7:00 pm - Annual Village Board Organizational Meeting*

d. *Tuesday, April 28, 2026 at 7:00 pm - Regular Village Board*

14. ADJOURNMENT.
Motion by Village Trustee Miguel Peña, second by Village Trustee Luke Fessler, to adjourn at 8:59 p.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,
Cassandra Suettinger
Deputy Administrator/Clerk

VILLAGE OF MCFARLAND

Village Board Minutes

Thursday, April 16, 2026 - 7:00 PM

1. CALL TO ORDER.

Village President Brassington called the regular meeting of the McFarland Village Board to order at 7:00 pm in the Community Room of the McFarland Municipal Center.

2. ROLL CALL.

Village Board members present: Village Trustee Kathy Annen, Village Trustee Ken Boyd, Village President Stephanie Brassington, Village Trustee Luke Fessler, Village Trustee Alisa Leamy, Village Trustee Miguel Peña, Village Trustee Lowell J. Prill

Village Board members not present: None

Staff Present: Village Administrator Matt Schuenke, Deputy Administrator/Clerk Cassandra Suettinger, Police Chief Brian Redman, Streets/Utilities Superintendent Bob Jacobsen, and Outreach Director Katie Gletty-Syoen.

3. PUBLIC ANNOUNCEMENTS, COMMUNICATIONS, AND PROCLAMATIONS.

a. *Spring Election Results*
Clerk Suettinger provided the Spring Election Results.

b. *April 24, 2026 Arbor Day Proclamation*
President Brassington declared April 24, 2026 as Arbor Day in the Village.

4. CONSENT AGENDA.

a. *All items listed under the Consent Agenda will be approved in one motion unless a Board member requests that the item be removed for individual discussion and action. Any item(s) removed for individual consideration shall be considered in the same order in which they were originally listed on the agenda under Business.*

1) *Motion to approve the minutes of the March 19, 2026 special Village Board meeting.*

2) *Motion to approve checks in the amount of $965,208.91*

3) *Motion to approve 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 as recommended by the Public Safety Committee.*

4) *Motion to approve 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 as recommended by the Public Safety Committee.*

5) *Motion to appoint Lee Igl, Public Works Director, as Village Forester in accordance with Section 59-20(e).*

6) *Motion to approve submittal of a grant application proposal to Dane County under the Community Development Block Grant Pathways to Removing Obstacles to Housing (CDBG Pro Housing) Program.*

7) *Motion to approve Ordinance 2026-04: an ordinance increasing municipal court fees as recommended by the Public Safety Committee.*

8) *Motion to approve Ordinance #2026-06: an ordinance to establish the process to close the Yahara River.*

9) *Motion to approve a conflict waiver regarding the information technology consortium.*
Motion by Village President Stephanie Brassington, second by Village Trustee Luke Fessler, to approve the consent agenda as presented. Motion carries 7 - 0 - 0 by acclamation.

5. 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 village.clerk@mcfarland.wi.us to be included with the agenda materials.*
None.

6. BUSINESS.

a. *Presentation on the development of Tri-shaw bike program, Cycling without Age.*
MIke Flaherty and Sharon Fankhauser presented on the development of a Tri-shaw bike program, Cycling with Age.

b. *Discussion and action regarding a funding proposal for the McFarland Youth Center.*
Motion by Trustee Luke Fessler, second by Village Trustee Miguel Peña, to approve a funding proposal from the MYC in the amount of 10k contingent upon a similar action by the school district. Motion fails 2 - 5 - 0 with Trustees Boyd, Brassington, Annen, Prill and Leamy voting nay.

c. *Discussion and action regarding acceptance of a grant award to assist the Village in funding a second K9 Officer Team.*
Motion by Village President Stephanie Brassington, second by Village Trustee Ken Boyd, to accept the grant award to assist the Village in funding a second K9 Officer Team and begin implementation. Motion carries 7 - 0 - 0 by acclamation.

d. *Public Works & Utilities Committee (President Brassington & Trustee Prill)*

1) *Discussion and action regarding the award of contract for the Well 5 Wellhouse project.*
Tim Stieve, Village Engineer, provided an overview to bids received for the contract for the Well 5 Wellhouse Project.

Motion by President Stephanie Brassington, second by Trustee Lowell Prill, to approve the award of contract to Gilbank Construction, LLC for the Well5 Wellhouse project including the base bid of $2,245,000, an allowance bid of $145,000, supplemental bid of $23,800, and alternate bid C-1 for the demolition of well # 1 for $72,000 for a total cost of $2,485,800 and a total project cost of $3,225,500 with engineering and contingency.

e. *Personnel Committee (Trustees Leamy, Prill & Boyd)*

1) *Discussion and action on creation of the Village Clerk position including classification.*

Motion by Village Trustee Alisa Leamy, second by Village Trustee Lowell J. Prill, to approve the creation of the Village Clerk position including classification. Motion carries 7 - 0 - 0 by acclamation.

2) *Discussion and action on updating the Administration Organizational Chart to create the Village Clerk position effective July 1, 2026.*

Motion by Village Trustee Alisa Leamy, second by Village Trustee Lowell J. Prill, to approve updating the Administration Organizational Chart to create the Village Clerk position effective July 1, 2026. Motion carries 7 - 0 - 0 by acclamation.

3) *Discussion and action on updates to Chapter 39 of the Village's Personnel Policy Manual regarding usage of social media.*

Motion by Village Trustee Alisa Leamy, second by Village Trustee Lowell J. Prill, to approve updates to Chapter 39 of the Village's Personnel Policy Manual regarding usage of social media. Motion carries 7 - 0 - 0 by acclamation.

4) *Discussion and action on creation of Chapter 4 of the Village Policy manual regarding social media.*

Motion by Village Trustee Alisa Leamy, second by Village Trustee Lowell J. Prill, to approve the creation of Chapter 4 of the Village Policy manual regarding social media. Motion carries 7 - 0 - 0 by acclamation.

f. *Discussion and action to replace the boilers with associated piping at the Municipal Center.*

Motion by Village President Stephanie Brassington, second by Trustee Miguel Pena, to approve the replacement of the three boilers in the amount of $98,745 and the boiler piping in the amount of $7,215 for a total project cost of $105,960.00. Motion carries 7 - 0 - 0 by acclamation.

g. *Recognition of departing elected officials.*

President Stephanie Brassington thanked departing Trustee Miguel Pena for his service to the Village.

7. SCHEDULE NEXT MEETING DATE.

a. *Tuesday, April 21, 2026 at 7:00 pm - Annual Village Board Organizational Meeting*

b. *Tuesday, April 28, 2026 at 7:00 pm - Regular Village Board*

c. *Tuesday, May 12, 2026 at 7:00 pm - Regular Village Board*

d. *Tuesday, April 28, 2026 at 5:30 pm - Committee of the Whole*

8. ADJOURNMENT.

Motion by Trustee Miguel Pena, second by Trustee Luke Fessler, to adjourn at 9:02 p.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,
Cassandra Suettinger
Deputy Administrator/Clerk

VILLAGE OF MCFARLAND

Village Board Minutes

Tuesday, April 21, 2026 - 6:00 PM

1. **CALL TO ORDER.**
   Village President Brassington called the annual meeting of the McFarland Village Board to order at 6:00 pm in the Community Room of the McFarland Municipal Center.
2. **ROLL CALL.**
   Village Board members present: Village Trustee Kathy Annen, Village Trustee Ken Boyd, Village President Stephanie Brassington, Village Trustee Luke Fessler, Village Trustee Alisa Leamy, Village Trustee Mark Neidinger Village Trustee Lowell J. Prill

   Village Board members not present: None

   Staff Present: Village Administrator Matt Schuenke, Deputy Administrator/Clerk Cassandra Suettinger, Police Chief Brian Redman, Community and Economic Development Director Andrew Bremer, Public Works Director Lee Igl, Outreach Director Katie Gletty-Syoen, and Fire/EMS Director Chris Dennis.
3. **NEW BOARD WELCOMING CEREMONY**

   a. *Ceremonial swearing in of elected Village Trustees Alisa Leamy, Mark Neidinger, and Lowell Prill.*
      Clerk Suettinger swore in newly elected Village Trustees Alisa Leamy, Mark Neidinger, and Lowell Prill.

   b. *Ceremonial swearing of the Municipal Judge Alberto Quiroga.*
      Clerk Suettinger swore in Municipal Judge Alberto Quiroga.
4. **COMMENCE THE BUSINESS PORTION OF THE ANNUAL MEETING.**
5. **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 village.clerk@mcfarland.wi.us to be included with the agenda materials.*
      None.
6. **BUSINESS.**

   a. *Committee Appointments*

   1) *Discussion and action to confirm appointment of Village Board members to boards,*

commissions, and committees as recommended by the Village President.
Motion by Village President Stephanie Brassington, second by Village Trustee Luke Fessler, to confirm appointment of Village Board members to boards, commissions, and committees as recommended by the Village President. Motion carries 7 - 0 - 0 by acclamation.

2) *Election of Kathy Annen as the Village Board representative on the Library Board (2/3 vote required) as recommended by the Village President.*
Motion by Village President Stephanie Brassington, second by Village Trustee Luke Fessler, to elect of Kathy Annen as the Village Board representative on the Library Board (2/3 vote required) as recommended by the Village President. Motion carries 7 - 0 - 0 by acclamation.

3) *Election of Trustee Luke Fessler as the Village Board representative to the Plan Commission (2/3 vote required) as recommended by the Village President.*
Motion by President Brassington second by Trustee Luke Fessler, to Elect Trustee Luke Fessler as the Village Board representative to the Plan Commission (2/3 vote required) as recommended by the Village President. Motion carries 7 - 0 - 0 by acclamation.

4) *Discussion and action on resident appointments to Boards, Committees and Commissions.*
Motion by Village President Stephanie Brassington, second by Village Trustee Luke Fessler, to approve resident appointments to Boards, Committees and Commissions. Motion carries 7 - 0 - 0 by acclamation.

b. Organizational Issues

1) *Discussion on the tentative Village Board schedule for 2026-2027.*
Village Administrator Schuenke provided an overview of the tentative Village Board schedule for 2026-2027.

7. SCHEDULE NEXT MEETING DATE.

a. Tuesday, April 28, 2026 at 5:30 pm - Committee of the Whole

b. Tuesday, April 28, 2026 at 7:00 pm - Regular Village Board

c. Tuesday, May 12, 2026 at 7:00 pm - Regular Village Board

8. ADJOURNMENT.
Motion by Village Trustee Luke Fessler, second by Village Trustee Ken Boyd, to adjourn at 6:11 p.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,
Cassandra Suettinger
Deputy Administrator/Clerk

Report Criteria:
Detail report type printed

Vendor Number	Name	Invoice Number	Description	Seq	Invoice Date	Invoice Amount	Discount Amount	Check Amount	Check Issue Date
30	ALLIANT ENERGY/WP&L	041126	3234 CTY RD AB	1	04/11/2026	36.19	.00	36.19	04/17/2026
		041126	DOG PARK 6300 ELVEHJ	2	04/11/2026	825.24	.00	825.24	04/17/2026
		041126	FLOOD LIGHT 2860 HIDD	3	04/11/2026	36.51	.00	36.51	04/17/2026
		041126	SOCCER BLDG 4820 MA	4	04/11/2026	75.40	.00	75.40	04/17/2026
		041126	4806 MCDANIEL LN	5	04/11/2026	90.05	.00	90.05	04/17/2026
		041126	WELL 4 ELECTRIC	6	04/11/2026	2,098.64	.00	2,098.64	04/17/2026
		041126	MUNICIPAL CENTER 591	7	04/11/2026	2,650.67	.00	2,650.67	04/17/2026
		041126	LIBRARY 5920	8	04/11/2026	2,711.28	.00	2,711.28	04/17/2026
		041126	5307 HOUGH ST	9	04/11/2026	24.12	.00	24.12	04/17/2026
		041126	5802 MAIN ST	10	04/11/2026	370.69	.00	370.69	04/17/2026
		041126	PSC 6001 BROADHEAD	11	04/11/2026	4,119.30	.00	4,119.30	04/17/2026
		041126	CEDAR GLADE BATHRO	12	04/11/2026	29.73	.00	29.73	04/17/2026
		041126	5115 TERMINAL DPW	13	04/11/2026	1,349.38	.00	1,349.38	04/17/2026
		041126	LIFT#2 6407 PHEASANT	14	04/11/2026	449.64	.00	449.64	04/17/2026
Total 30:						14,866.84	.00	14,866.84	
172	CITY OF MADISON TREA	74056	MPD TRAINING RANGE	1	04/01/2026	450.00	.00	450.00	04/23/2026
Total 172:						450.00	.00	450.00	
225	DANE CO HIGHWAY	31077	SALT BRINE	1	03/31/2026	1,600.00	.00	1,600.00	04/23/2026
Total 225:						1,600.00	.00	1,600.00	
229	DANE CO CLERK	CLERK 2026	APRIL CODING AND BALL	1	04/20/2026	1,485.77	.00	1,485.77	04/23/2026
Total 229:						1,485.77	.00	1,485.77	
261	DECKER SUPPLY CO INC	936174	SIGNS PARTS	1	04/20/2026	379.95	.00	379.95	04/23/2026
Total 261:						379.95	.00	379.95	
287	DIXON ENGINEERING IN	26-0263	T-MOBILE INSPECTION B	1	04/09/2026	2,150.00	.00	2,150.00	04/23/2026
Total 287:						2,150.00	.00	2,150.00	
345	JOHN FABICK TRACTOR	PIMS049472	LOADER MAINTENANCE	1	04/17/2026	107.28	.00	107.28	04/23/2026
		PIMS049472	LOADER MAINTENANCE	2	04/17/2026	107.28	.00	107.28	04/23/2026
		PIMS049472	LOADER MAINTENANCE	3	04/17/2026	107.28	.00	107.28	04/23/2026
		PIMS049472	LOADER MAINTENANCE	4	04/17/2026	393.34	.00	393.34	04/23/2026
Total 345:						715.18	.00	715.18	
408	GRAINGER INC	9877762261	ABSORBENT	1	04/13/2026	59.60	.00	59.60	04/23/2026
Total 408:						59.60	.00	59.60	
439	HJ PERTZBORN	130981	LIBRARY QTR SPRINKLE	1	04/10/2026	145.00	.00	145.00	04/23/2026
		131099	MC SPRINKLER INSPECT	1	04/10/2026	145.00	.00	145.00	04/23/2026
		131104	PSC SPRINKLER INSPEC	1	04/10/2026	145.00	.00	145.00	04/23/2026
Total 439:						435.00	.00	435.00	

Vendor Number	Name	Invoice Number	Description	Seq	Invoice Date	Invoice Amount	Discount Amount	Check Amount	Check Issue Date
508	KNOX COMPANY	INV-KA-5099	KNOX CONNECT ANNUA	1	04/09/2026	721.00	.00	721.00	04/23/2026
Total 508:						721.00	.00	721.00	
583	MADISON WATER UTILIT	040926	MAD DELINQ WATER CH	1	04/09/2026	264.56	.00	264.56	04/23/2026
Total 583:						264.56	.00	264.56	
634	MENARDS - MONONA	00009	4901 TERMINAL DRIVE	1	04/14/2026	83.99	.00	83.99	04/23/2026
		00065	PW SUPPLIES	1	04/17/2026	23.84	.00	23.84	04/23/2026
		00160	4705 IVYWOOD TRAIL	1	04/17/2026	90.46	.00	90.46	04/23/2026
		00165	M2 MAINTENANCE	1	04/17/2026	24.99	.00	24.99	04/23/2026
		00297	MCDANIEL KAYAK REPAI	1	04/20/2026	1,157.78	.00	1,157.78	04/23/2026
		00299	MCDANIEL KAYAK REPAI	1	04/20/2026	124.00-	.00	124.00-	04/23/2026
		00371	MCDANIEL KAYAK REPAI	1	04/21/2026	83.88	.00	83.88	04/23/2026
		00385	MCDANIEL KAYAK REPAI	1	04/21/2026	63.95	.00	63.95	04/23/2026
		99735	PW FACILITY MAINTENA	1	04/08/2026	46.66	.00	46.66	04/23/2026
		99831	MC FACILITY MAINTENA	1	04/10/2026	22.98	.00	22.98	04/23/2026
		99846	BRANDT PARK	1	04/10/2026	9.45	.00	9.45	04/23/2026
		99849	LEWIS PARK	1	04/10/2026	10.15	.00	10.15	04/23/2026
Total 634:						1,494.13	.00	1,494.13	
756	POMP'S TIRE SERVICE I	80353348	TRAILER MAINTENANCE	1	04/14/2026	286.00	.00	286.00	04/23/2026
		80353348	TRAILER MAINTENANCE	2	04/14/2026	78.00	.00	78.00	04/23/2026
		80353348	TRAILER MAINTENANCE	3	04/14/2026	78.00	.00	78.00	04/23/2026
		80353348	TRAILER MAINTENANCE	4	04/14/2026	78.00	.00	78.00	04/23/2026
		80353449	VEHICLE TIRES	1	04/16/2026	552.00	.00	552.00	04/23/2026
Total 756:						1,072.00	.00	1,072.00	
759	POSTMASTER	032026	FIRST CLASS PRESORT	1	03/20/2026	185.00	.00	185.00	04/23/2026
		032026	FIRST CLASS PRESORT	2	03/20/2026	185.00	.00	185.00	04/23/2026
Total 759:						370.00	.00	370.00	
765	LEGAL SHIELD	108629-0415	LEGAL SHIELD	1	04/15/2026	131.60	.00	131.60	04/23/2026
Total 765:						131.60	.00	131.60	
775	PUBLIC SERVICE COMM	2603-I-03490	PSC FEE FOR RATE CAS	1	04/20/2026	101.23	.00	101.23	04/23/2026
Total 775:						101.23	.00	101.23	
802	RENNERT'S FIRE EQUIP	5848	E2 TURBO ACTUATOR R	1	04/13/2026	3,307.39	.00	3,307.39	04/23/2026
Total 802:						3,307.39	.00	3,307.39	
992	US CELLULAR	0799162491	LIBRARY CELL PHONE	1	03/28/2026	43.75	.00	43.75	04/17/2026
Total 992:						43.75	.00	43.75	
995	USABLUEBOOK	INV0100403	WELL CHEMICAL PARTS	1	03/27/2026	42.72	.00	42.72	04/23/2026
Total 995:						42.72	.00	42.72	
1019	BAKER TILLY VIRCHOW	BT3567670	UTILITY AUDIT - SEWER	1	04/09/2026	3,990.00	.00	3,990.00	04/23/2026

Vendor Number	Name	Invoice Number	Description	Seq	Invoice Date	Invoice Amount	Discount Amount	Check Amount	Check Issue Date
		BT3567670	UTILITY AUDIT - WATER	2	04/09/2026	3,990.00	.00	3,990.00	04/23/2026
		BT3567670	UTILITY AUDIT - STORM	3	04/09/2026	1,995.00	.00	1,995.00	04/23/2026
		BT3569208	VILLAGE AUDIT	1	04/10/2026	34,290.90	.00	34,290.90	04/23/2026
		BT3569996	WATER RATE STUDY TY2	1	04/13/2026	353.85	.00	353.85	04/23/2026
Total 1019:						44,619.75	.00	44,619.75	
1175	THE HORTON GROUP IN	145220	AD&D INSURANCE	1	04/20/2026	9,774.00	.00	9,774.00	04/23/2026
Total 1175:						9,774.00	.00	9,774.00	
1245	PROFESSIONAL PEST C	904691	MC PEST CONTROL	1	04/09/2026	48.00	.00	48.00	04/23/2026
		904820	PW PEST CONTROL	1	04/09/2026	41.00	.00	41.00	04/23/2026
		906239	4903 TERMINAL DRIVE	1	04/17/2026	175.00	.00	175.00	04/23/2026
Total 1245:						264.00	.00	264.00	
1256	BOUND TREE MEDICAL L	86160779	EMS - SUPPLIES	1	04/06/2026	179.51	.00	179.51	04/23/2026
		86162686	EMS - SUPPLIES	1	04/07/2026	15.64	.00	15.64	04/23/2026
		86170635	EMS - SUPPLIES	1	04/14/2026	754.77	.00	754.77	04/23/2026
		86173764	EMS - SUPPLIES	1	04/16/2026	504.83	.00	504.83	04/23/2026
Total 1256:						1,454.75	.00	1,454.75	
1358	EBI INC	229968	PORTABLE STUDY BOOT	1	02/09/2026	8,870.00	.00	8,870.00	04/17/2026
Total 1358:						8,870.00	.00	8,870.00	
1462	TASC	IN3728939	FSA ADMIN FEE	1	04/17/2026	151.24	.00	151.24	04/23/2026
Total 1462:						151.24	.00	151.24	
1694	HEARTLAND LITHO	66931	BILLS FOR MARCH	1	04/10/2026	208.31	.00	208.31	04/23/2026
		66931	BILLS FOR MARCH	2	04/10/2026	208.31	.00	208.31	04/23/2026
		66931	BILLS FOR MARCH	3	04/10/2026	208.31	.00	208.31	04/23/2026
Total 1694:						624.93	.00	624.93	
1981	TRITECH SOFTWARE SY	462447	CENTRAL SQUARE ANN	1	04/21/2026	1,805.87	.00	1,805.87	04/23/2026
Total 1981:						1,805.87	.00	1,805.87	
1989	CORPORATE BUSINESS	41666585	ADMIN COPIERS	1	04/06/2026	142.50	.00	142.50	04/17/2026
		41666585	ADMIN COPIERS - SOS	2	04/06/2026	47.50	.00	47.50	04/17/2026
		41666586	EGOLDFAX INVOICE	1	04/05/2026	21.50	.00	21.50	04/17/2026
		41666586	EGOLDFAX INVOICE	2	04/05/2026	43.00	.00	43.00	04/17/2026
		41666586	EGOLDFAX INVOICE	3	04/05/2026	21.50	.00	21.50	04/17/2026
Total 1989:						276.00	.00	276.00	
2058	MICROMARKETING LLC	1005372	ADULT AUDIO BOOKS	1	04/08/2026	156.99	.00	156.99	04/23/2026
		529534	ADULT AUDIO BOOKS	1	04/08/2026	49.99	.00	49.99	04/23/2026
Total 2058:						206.98	.00	206.98	
16247	CITY TREASURER	3278574	STORMWATER FEES	1	04/07/2026	35.16	.00	35.16	04/23/2026

Vendor Number	Name	Invoice Number	Description	Seq	Invoice Date	Invoice Amount	Discount Amount	Check Amount	Check Issue Date
Total 16247:						35.16	.00	35.16	
16257	CORPORATE BUSINESS	397541	PW COLOR COPY OVER	1	04/09/2026	25.82	.00	25.82	04/23/2026
		397541	PW COLOR COPY OVER	2	04/09/2026	25.82	.00	25.82	04/23/2026
		397541	PW COLOR COPY OVER	3	04/09/2026	25.82	.00	25.82	04/23/2026
		397541	PW COLOR COPY OVER	4	04/09/2026	94.65	.00	94.65	04/23/2026
		397670	LIBRARY COPIER	1	04/13/2026	232.32	.00	232.32	04/17/2026
		397859	COPIER USAGE	1	04/16/2026	33.29	.00	33.29	04/23/2026
Total 16257:						437.72	.00	437.72	
16296	DANE CO DEPT OF HUM	APR 2026	MEALSITE DONATION - C	1	04/15/2026	945.00	.00	945.00	04/23/2026
		APR 2026	MEALSITE DONATION - M	2	04/15/2026	4,500.00	.00	4,500.00	04/23/2026
Total 16296:						5,445.00	.00	5,445.00	
16318	HILL ELECTRIC, INC	S43561	MC FACILITY MAINTENA	1	04/09/2026	464.66	.00	464.66	04/23/2026
Total 16318:						464.66	.00	464.66	
16333	WI DEPT OF JUSTICE - TI	455TIME-000	TIME ACCESS	1	04/10/2026	422.25	.00	422.25	04/23/2026
Total 16333:						422.25	.00	422.25	
16346	WOLF PAVING & EXCAVA	54573	COLD PATCH	1	04/09/2026	1,164.00	.00	1,164.00	04/23/2026
Total 16346:						1,164.00	.00	1,164.00	
16503	NOTARY BOND RENEWA	SB041526	NOTARY BOND BOMKAM	1	04/15/2026	30.00	.00	30.00	04/23/2026
Total 16503:						30.00	.00	30.00	
16504	WI DEPT OF FINANCIAL I	SB041526	NOTARY BOND BOMKAM	1	04/15/2026	20.00	.00	20.00	04/23/2026
Total 16504:						20.00	.00	20.00	
16747	WISCONSIN PRINTING	25189	MAY NEWSLETTER POST	1	04/21/2026	161.28	.00	161.28	04/23/2026
		25189	MAY NEWSLETTER PRIN	2	04/21/2026	1,469.00	.00	1,469.00	04/23/2026
Total 16747:						1,630.28	.00	1,630.28	
16829	REUTER WHITISH & EVA	76179	SPERLE CORNERS ESC	1	03/30/2026	27.50	.00	27.50	04/23/2026
		76180	GENERAL LEGAL	1	03/30/2026	7,909.75	.00	7,909.75	04/23/2026
		76180	GENERAL LEGAL	2	03/30/2026	777.00	.00	777.00	04/23/2026
		76180	GENERAL LEGAL	3	03/30/2026	1,073.00	.00	1,073.00	04/23/2026
		76180	GENERAL LEGAL	4	03/30/2026	296.00	.00	296.00	04/23/2026
		76180	GENERAL LEGAL	5	03/30/2026	240.50	.00	240.50	04/23/2026
		76180	GENERAL LEGAL	6	03/30/2026	1,180.75	.00	1,180.75	04/23/2026
		76180	GENERAL LEGAL	7	03/30/2026	120.00	.00	120.00	04/23/2026
		76181	PROSECUTIONS	1	03/30/2026	7,184.36	.00	7,184.36	04/23/2026
		76182	TID 3 LEGAL SERVICES	1	03/30/2026	55.00	.00	55.00	04/23/2026
		76183	TID4 LEGAL	1	03/30/2026	446.80	.00	446.80	04/23/2026
		76185	TID 6 LEGAL SERVICES	1	03/30/2026	3,135.00	.00	3,135.00	04/23/2026
		76186	PSC HANOVER INSURAN	1	03/30/2026	1,261.70	.00	1,261.70	04/23/2026

Vendor Number	Name	Invoice Number	Description	Seq	Invoice Date	Invoice Amount	Discount Amount	Check Amount	Check Issue Date
Total 16829:						23,707.36	.00	23,707.36	
16863	CONSTRUCTION FABRIC	215677	SOD REPAIR MATERIALS	1	04/08/2026	134.00	.00	134.00	04/23/2026
		215704	SOD REPAIR MATERIALS	1	04/09/2026	134.00	.00	134.00	04/23/2026
		215716	SOD REPAIR MATERIALS	1	04/10/2026	134.00	.00	134.00	04/23/2026
Total 16863:						402.00	.00	402.00	
16921	AVANT GARDENING & LA	20260188	LANDSCAPE MAINTENA	1	04/13/2026	702.35	.00	702.35	04/23/2026
Total 16921:						702.35	.00	702.35	
17084	AMAZON CAPITAL SERVI	16DX-9N6V-	MCDANIEL KAYAK REPAI	1	04/21/2026	202.78	.00	202.78	04/23/2026
		16M4-QDC3-	PLASTIC GLOVES FOR KI	1	04/16/2026	16.11	.00	16.11	04/23/2026
		173C-NDPG-	GREETING CARD RACK	1	04/13/2026	48.99	.00	48.99	04/23/2026
		1937-WLLL-9	MCDANIEL WATERCRAFT	1	04/21/2026	43.99	.00	43.99	04/23/2026
		19JY-GVDT-	BABY CHANGING STATIO	1	04/06/2026	793.26	.00	793.26	04/23/2026
		19KK--JKKW	DVDS	1	04/19/2026	53.98	.00	53.98	04/23/2026
		1CLF-LWLQ-	SNACK PLATES FOR CO	1	04/14/2026	22.99	.00	22.99	04/23/2026
		1CLF-LWLQ-	PLASTIC BAGS FOR HDM	2	04/14/2026	33.99	.00	33.99	04/23/2026
		1CPV-6PGG-	CLOTHING ALLOWANCE	1	04/14/2026	119.95	.00	119.95	04/23/2026
		1DFD-VPWL-	RED CARPETS FOR DOC	1	04/13/2026	136.02	.00	136.02	04/23/2026
		1DFD-VPWL-	COMMUNITY SERVICE D	2	04/13/2026	68.91	.00	68.91	04/23/2026
		1FK4-P3KR-	LAUNDRY BASKET FOR L	1	04/19/2026	14.50	.00	14.50	04/23/2026
		1FWN-XT63-	SURGICAL MASKS	1	04/08/2026	60.50	.00	60.50	04/23/2026
		1GJJ-RMQY-	BRANDT PARK	1	04/14/2026	171.17	.00	171.17	04/23/2026
		1HNM-FJVW	PROGRAMMING SUPPLI	1	04/13/2026	18.12	.00	18.12	04/23/2026
		1HNM-FJVW	BOOKS	2	04/13/2026	57.69	.00	57.69	04/23/2026
		1JM3-Q6QX-	PROGRAM SUPPLIES	1	04/06/2026	13.99	.00	13.99	04/23/2026
		1KF4-7VVP-	TABLECLOTHS, RIBBON,	1	04/10/2026	65.33	.00	65.33	04/23/2026
		1KNR-994P-	ELECTRONICS EVENT T	1	04/15/2026	250.00	.00	250.00	04/23/2026
		1KNR-994P-	ELECTRONICS EVENT T	2	04/15/2026	102.57	.00	102.57	04/23/2026
		1KWW-YFFY	BOOKS	1	04/11/2026	81.00	.00	81.00	04/23/2026
		1LRM-1D41-	DVDS	1	04/21/2026	40.90	.00	40.90	04/23/2026
		1LTD-RTH4-	DVD	1	04/18/2026	33.98	.00	33.98	04/23/2026
		1MFL-NF3G-	DVDS	1	04/21/2026	24.96	.00	24.96	04/23/2026
		1MTX-3YNF-	LIBRARY RETURN	1	04/16/2026	12.98-	.00	12.98-	04/23/2026
		1PX4-FXMN-	CLAMPS FOR QUILT HAN	1	04/15/2026	91.15	.00	91.15	04/23/2026
		1Q93-JMYY-	PROGRAM SUPPLIES	1	04/06/2026	15.45	.00	15.45	04/23/2026
		1R4R-DDCH-	DVDS	1	04/11/2026	23.85	.00	23.85	04/23/2026
		1R4W-MWK3	KLEENEX/OFFICE SUPPL	1	04/21/2026	63.38	.00	63.38	04/23/2026
		1TXM-QKGY	SIGNATURE STAMP & NA	1	04/20/2026	36.80	.00	36.80	04/23/2026
		1WTR-NLLR-	BOOK	1	04/15/2026	34.75	.00	34.75	04/23/2026
		1WTR-NLLR-	CDS AND DVDS	2	04/15/2026	58.89	.00	58.89	04/23/2026
Total 17084:						2,786.97	.00	2,786.97	
17092	GENERAL ENGINEERING	0000000000	BUILDING INSPECTION S	1	04/15/2026	6,119.65	.00	6,119.65	04/23/2026
Total 17092:						6,119.65	.00	6,119.65	
17196	ASSOCIATED TRUST CO	99G100003-	WATER 2020 GO NOTES I	1	04/17/2026	2,625.00	.00	2,625.00	04/23/2026
		99G100003-	VILLAGE 2020 GO NOTE	2	04/17/2026	19,637.50	.00	19,637.50	04/23/2026
Total 17196:						22,262.50	.00	22,262.50	

Vendor Number	Name	Invoice Number	Description	Seq	Invoice Date	Invoice Amount	Discount Amount	Check Amount	Check Issue Date
17208	NABCO ENTRANCES, IN	90207636	PSC DOOR REPAIR	1	04/10/2026	244.00	.00	244.00	04/23/2026
Total 17208:						244.00	.00	244.00	
17339	HOMESTEAD HOUSING	1.02930.05-0	REFUND DUP PAYMENT	1	04/20/2026	92.81	.00	92.81	04/23/2026
Total 17339:						92.81	.00	92.81	
17528	HGA	269810	HGA -PSB MICROGRID	1	01/29/2026	1,640.00	.00	1,640.00	04/23/2026
		271799	2026 SPACE NEEDS STU	1	04/08/2026	5,453.75	.00	5,453.75	04/23/2026
Total 17528:						7,093.75	.00	7,093.75	
17569	MCFARLAND ACE HARD	015464/T	PW OPERATING SUPPLIE	1	04/13/2026	10.79	.00	10.79	04/23/2026
		015482/T	PSC FACILITY MAINTENA	1	04/15/2026	15.29	.00	15.29	04/23/2026
		015522/T	PSC FACILITY MAINTENA	1	04/21/2026	26.25	.00	26.25	04/23/2026
		015531/T	MC FACILITY MAINTENA	1	04/22/2026	6.76	.00	6.76	04/23/2026
Total 17569:						59.09	.00	59.09	
17626	BOB'S COPY SHOP	71492	STICKERS FOR UPDATE	1	04/07/2026	42.00	.00	42.00	04/23/2026
Total 17626:						42.00	.00	42.00	
17671	UW HEALTH	3034255	HCP/BLS CARDS - COMM	1	02/06/2026	95.00	.00	95.00	04/23/2026
Total 17671:						95.00	.00	95.00	
17685	INGRAM LIBRARY SERVI	95746876	BOOKS	1	04/08/2026	14.94	.00	14.94	04/23/2026
		95775744	BOOKS	1	04/09/2026	104.39	.00	104.39	04/23/2026
		95835350	BOOKS	1	04/13/2026	359.66	.00	359.66	04/23/2026
		95929867	BOOKS	1	04/16/2026	337.62	.00	337.62	04/23/2026
		95958487	BOOKS	1	04/17/2026	493.37	.00	493.37	04/23/2026
		95992518	BOOKS	1	04/20/2026	203.24	.00	203.24	04/23/2026
		96007910	BOOKS	1	04/20/2026	8.99-	.00	8.99-	04/23/2026
		96013371	BOOKS	1	04/20/2026	305.41	.00	305.41	04/23/2026
		96029813	BOOKS	1	04/21/2026	350.40	.00	350.40	04/23/2026
Total 17685:						2,160.04	.00	2,160.04	
17845	DANE COUNTY TREASU	48046	EMS MEDICATIONS	1	04/08/2026	381.18	.00	381.18	04/23/2026
Total 17845:						381.18	.00	381.18	
17852	WESTERHOF, JACOB	2.71062.11-0	REFUND ON FINAL BILL	1	04/20/2026	102.50	.00	102.50	04/23/2026
Total 17852:						102.50	.00	102.50	
17962	DESIGNCRAFT LLC	11077	MARKETING SERVICES	1	04/09/2026	1,275.00	.00	1,275.00	04/23/2026
Total 17962:						1,275.00	.00	1,275.00	
18019	NEWTON, DAVE	DN041126	UNIFORM ALLOWANCE -	1	04/11/2026	150.00	.00	150.00	04/23/2026
Total 18019:						150.00	.00	150.00	
18034	HAWKINS INC	7340703	WELL 1 CHEMICAL REPAI	1	02/18/2026	1,776.79-	.00	1,776.79-	04/23/2026

Vendor Number	Name	Invoice Number	Description	Seq	Invoice Date	Invoice Amount	Discount Amount	Check Amount	Check Issue Date
		7364000	WATER SYSTEM CHEMIC	1	03/17/2026	1,511.50	.00	1,511.50	04/23/2026
		7398585	WATER SYSTEM CHEMIC	1	04/21/2026	1,606.00	.00	1,606.00	04/23/2026
Total 18034:						1,340.71	.00	1,340.71	
18109	IAN'S PIZZA GARVER LLC	COX 4/15 #1	TRAINING EXPENSE	1	04/15/2026	104.74	.00	104.74	04/23/2026
Total 18109:						104.74	.00	104.74	
18129	ROMICK, NATHANAEL AN	040926	SECURITY DEPOSIT RET	1	04/09/2026	875.00	.00	875.00	04/23/2026
Total 18129:						875.00	.00	875.00	
18175	BUCKY'S RESTROOMS	WB107415	PORTABLE RESTROOMS	1	02/07/2026	150.00	.00	150.00	04/23/2026
		WB107416	PORTABLE RESTROOMS	1	02/07/2026	150.00	.00	150.00	04/23/2026
		WB107417	PORTABLE RESTROOMS	1	02/07/2026	150.00	.00	150.00	04/23/2026
		WB107418	PORTABLE RESTROOMS	1	02/07/2026	150.00	.00	150.00	04/23/2026
		WB107419	PORTABLE RESTROOMS	1	02/07/2026	200.00	.00	200.00	04/23/2026
Total 18175:						800.00	.00	800.00	
18299	INPRO	2427779	WALL SIGNS- NAME	1	04/20/2026	34.37	.00	34.37	04/23/2026
Total 18299:						34.37	.00	34.37	
18377	VESTIS LLC	6140792169	MAT RENTAL	1	04/10/2026	69.63	.00	69.63	04/23/2026
		6140796223	MAT RENTAL	1	04/17/2026	69.63	.00	69.63	04/23/2026
Total 18377:						139.26	.00	139.26	
18405	EMS MANAGEMENT & C	EMS-025140	EMS MC	1	03/31/2026	2,346.38	.00	2,346.38	04/23/2026
Total 18405:						2,346.38	.00	2,346.38	
18436	PRILL, COLLIN	CP041826	UNIFORM ALLOWANCE -	1	04/18/2026	150.00	.00	150.00	04/23/2026
		CP041826	UNIFORM ALLOWANCE -	2	04/18/2026	180.15	.00	180.15	04/23/2026
Total 18436:						330.15	.00	330.15	
18529	ASSOCIATED TECH SER	251124	PW FACILITY MAINTENA	1	04/21/2026	330.36	.00	330.36	04/23/2026
Total 18529:						330.36	.00	330.36	
18578	SMALL AXE COOPERATI	407	PROGRAM FEE	1	04/22/2026	500.00	.00	500.00	04/23/2026
Total 18578:						500.00	.00	500.00	
18648	BOWERS, LEAH	3	WCAG EVALUATION	1	04/13/2026	1,821.25	.00	1,821.25	04/23/2026
Total 18648:						1,821.25	.00	1,821.25	
18713	A-1 SEWER SERVICE INC	42215	MC FACILITY MAINTENA	1	04/02/2026	300.00	.00	300.00	04/23/2026
Total 18713:						300.00	.00	300.00	
18714	BLUE TO GOLD LLC	B2G-VW-169	ADVANCE SEARCH TRAI	1	03/05/2026	395.00	.00	395.00	04/23/2026

Vendor Number	Name	Invoice Number	Description	Seq	Invoice Date	Invoice Amount	Discount Amount	Check Amount	Check Issue Date
Total 18714:						395.00	.00	395.00	
18715	HOLMES, FREDRIC	1.14840.00-0	REFUND ON FINAL BILL	1	04/20/2026	166.01	.00	166.01	04/23/2026
Total 18715:						166.01	.00	166.01	
18716	GOTTO, LARA	1.01640.03-0	REFUND ON FINAL BILL	1	04/20/2026	261.59	.00	261.59	04/23/2026
Total 18716:						261.59	.00	261.59	
18717	SOUTHERN WISCONSIN	408	PROGRAM FEE	1	04/22/2026	100.00	.00	100.00	04/23/2026
Total 18717:						100.00	.00	100.00	
Grand Totals:						184,908.33	.00	184,908.33	

Report Criteria:
Detail report type printed

Pay Period Date	Journal Code	Check Issue Date	Payee	Payee ID	Amount
04/18/2026	CDPT	04/24/2026	FIRE FIGHTERS LOCAL 31	8	181.01

PAYROLL RELATED $181.01

Event Permit Application - Community Organizations

Fee Waiver

Community Organization Confirmation	I acknowledge that my group/organization meets the definition of Community Organization and hereby request an Event Permit fee waiver from the Village Board.

Applicant Information

Name of Primary Contact (First, Middle Initial, Last)	Ian D Catterall
Phone Number	[redacted]
Address	[redacted]
Email Address	[redacted]

Agency / Organization Information (If Applicable)

Agency / Organization Name	American Legion Post 534
Phone Number	[redacted]
Address	4911 Burma Rd
Email Address	[redacted]

Event Information

Name of Event	Annual Memorial Day Parade
Type of Event	Parade
Location of Event	Event starts at Christ the King church and proceeds to the American Legion on Burma Rd. The route is shown in the attachment on this application
Event Date(s)	May 25th
Event Time(s)	Parade will start at 1200 and usually finishes around 1300hrs
Total Number of Anticipated Attendees	300

Total Number of Attendees Anticipated Being at the Event at One Time	1000
Setup Start Time	1100 at Christ the King church
Tear-Down End Time	The ceremony at the Legion usually concludes around 1400, but clean up for that would be done on the Legion property.

Public or Private Event	Open to the Public
Is any part of the event proposed to take place on a Village street?	Yes
Will the event involve closure of a Village street?	Yes
Does this event include a parade? Only allowed for community organizations.	Yes

Please attach map of event, including all impacted intersections, road closures and parade routes.



Will there be outdoor amplified sound?	Yes
Please describe.	Music from band members, vehicles, fire trucks and police cars

Will the event generate excessive noise or amplified sound after 10 pm? All events generating noise after 10 pm require a variance from the Village Board.	No
Will alcohol be consumed?	No
Will a Village park be used?	No
Will the event involve tents or any other activities that will require digging or turf disturbance?	No
Has this event been previously approved in prior years by the Village?	Yes
When? (Month / Year)	May / 2025

Have any of the event details changed from the prior years?	No
Will the event include any mobile food carts?	No
Will the event include any vendors?	No

Required Attachments

Detailed Event Schedule

Parade Schedule.docx

Site Plan Requirement - A site plan must be attached that identifies the event layout for the event including stages, tents, equipment, fencing, alcohol sale and carding areas, etc.

Parade Line Up.pdf



Event Details & Security Plan

As part of the application process, you will be required to meet with the McFarland Police Department to discuss details of your event and security requirements. Please provide some dates/times you would be available for a meeting.

Already met on March 25th at 1300

Event Coordinators

Identify Event Coordinators (Identify 1 for Every 50 Expected Attendees)

i. **Event Coordinator Name**

Ian Catterall

Location at Event (ex. Race Start, Supply Tent)

5306 Main Street - Parade Line Up

Time On-Site (ex. 10 am to 2pm)

0945 - Till last group of parade line

Cell Phone Number

[redacted]

Indemnification Agreement

In consideration for the issuance of the Event Permit, the undersigned, both individually and the agency or organization applying for the Event Permit, shall indemnify, defend and hold harmless the Village of McFarland and its officers, officials, agents, and employees against all loss or expense (including liability costs and reasonable attorney's fees) by reason of any claim or suit, or of liability imposed by law upon the Village or its officers, officials, agents or employees, for damages because of injury, including death at any time resulting therefrom, sustained by any person or persons, or on account of damages to property, including loss of use thereof, arising from, in connection with, caused by or resulting from the Event. The undersigned represents that he or she has authority to enter into this agreement on behalf of the agency or organization applying for this permit.

Applicant Signature



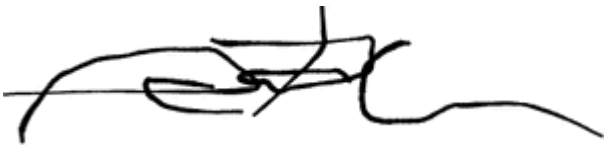
Date 04/02/2026

I understand the application and event requirements and agree to the following:

Certifications

- I agree to adhere to all applicable federal, state, and municipal laws and understand the violation of such laws will be subject to applicable fines and penalties, and failure to do so is grounds for revocation of the event permit.
- I understand that my event permit may be revoked at any time, if the Chief of Police, Fire/EMS Chief, Public Works Director, or designee, in their sole discretion, determine that health or general welfare to the public is endangered.
- I agree to return the site to the condition that existed before the event within twenty-four (24) hours or the expiration of my park reservation.
- I agree to abide by all conditions, including any additional conditions imposed by the Village, and understand failure to adhere to conditions will result in revocation of the event permit.

Applicant Signature



Date 04/02/2026

Fees

Fees
Event Permit Fee: Fee waiver requested

Temporary Alcohol License, if applicable: $10.00

Mobile Food Establishments, if applicable: $50.00 for each non-consecutive day of the event

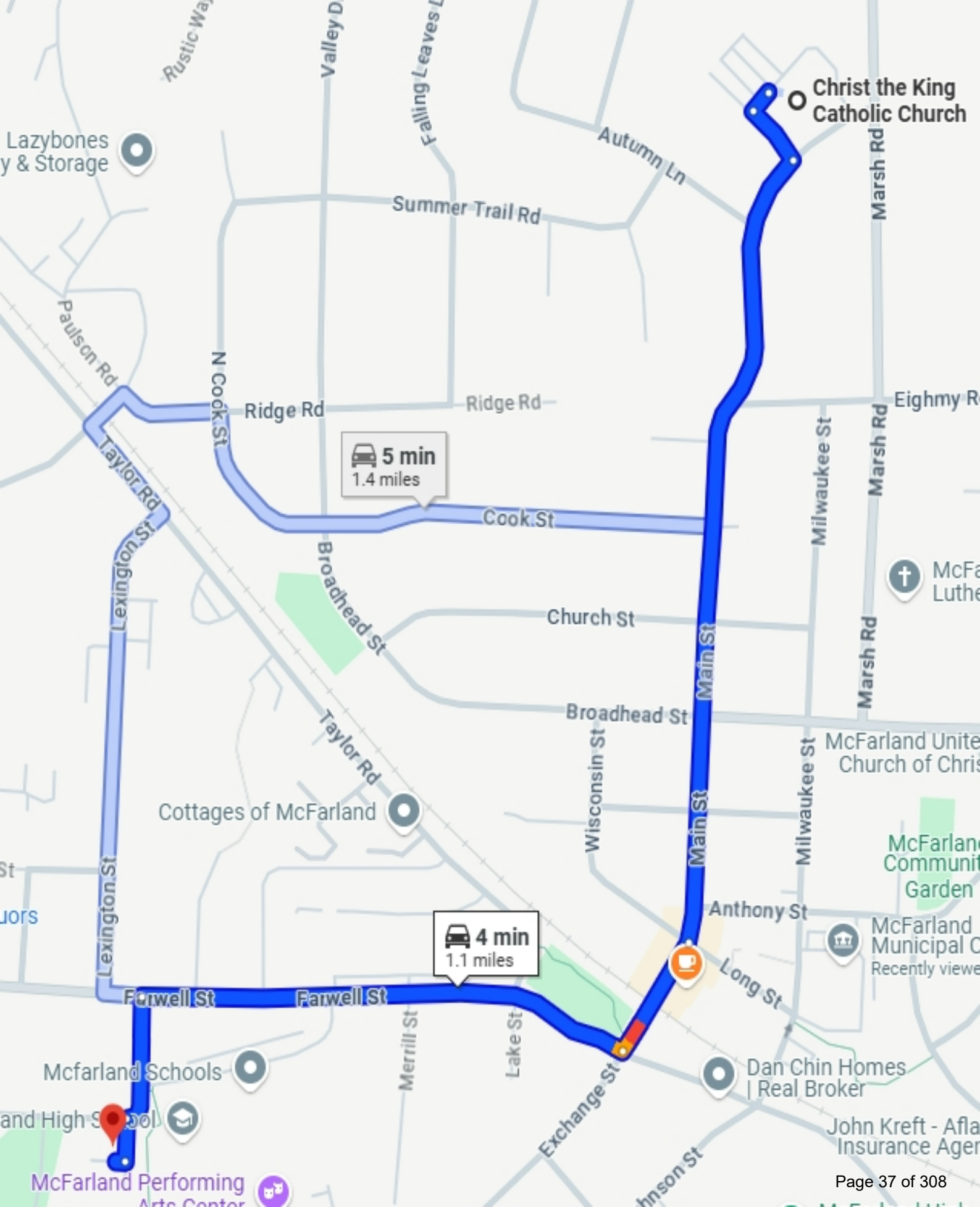
Total Amount Owed = $0.00

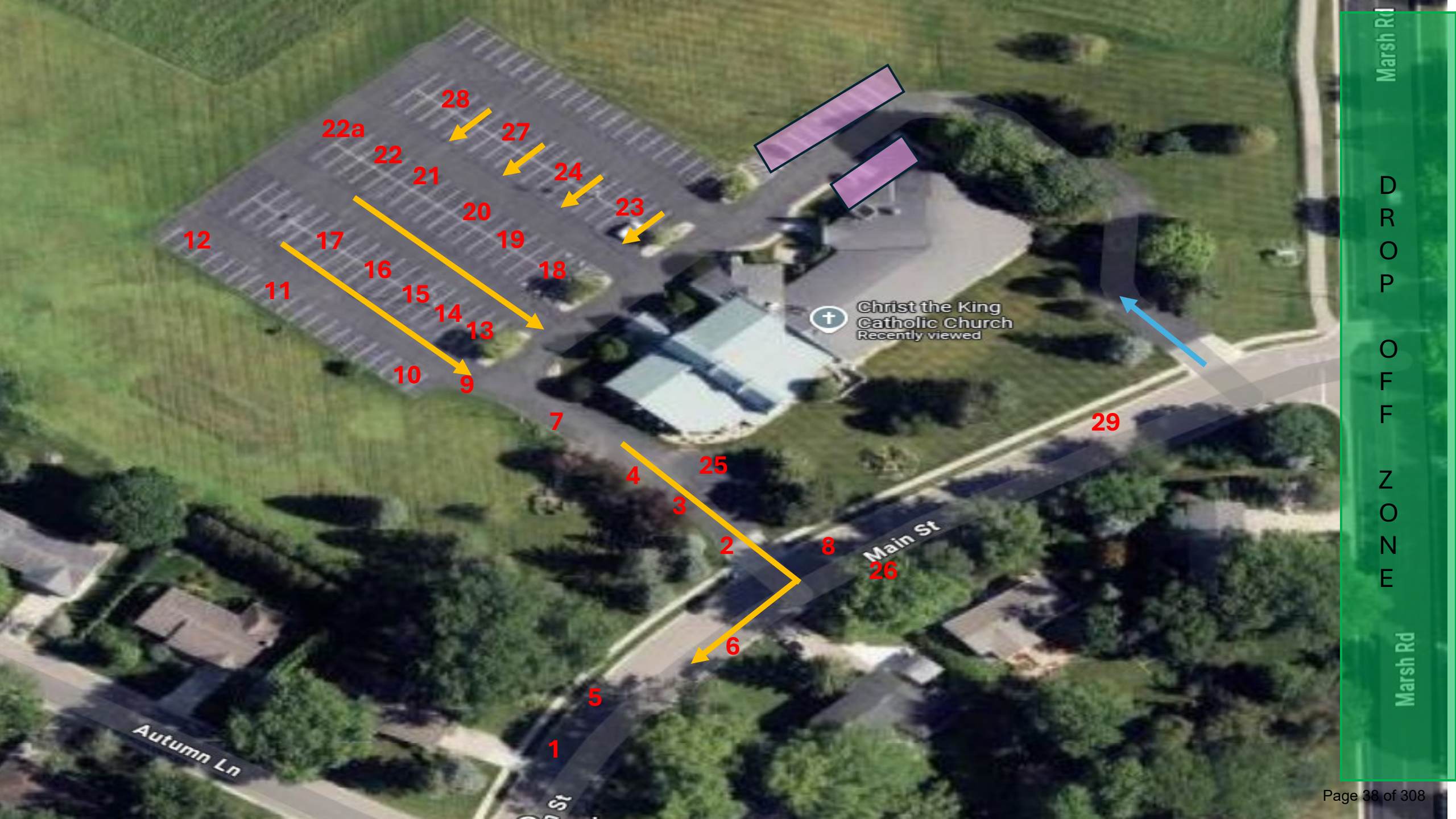
EVENT SCHEDULE 2026 LEGION MEMORIAL DAY PARADE

10:00hrs Parade starts setting up at the Christ the King Catholic Church parking lot

12:00hrs parade begins and finishes at the High School approximately 30-45 minutes later.

13:00hrs Memorial Day Service at the American Legion Post


Christ the King Catholic Church
Lazybones
Summer Trail Rd
Autumn Ln
Marsh Rd
Paulson Rd
N Cook St
Ridge Rd
Ridge Rd
Eighmy Rd
5 min
1.4 miles
Taylor Rd
Cook St
Milwaukee St
Lexington St
Broadhead St
Church St
Main St
Broadhead St
Taylor Rd
Wisconsin St
McFarland United Church of Christ
Cottages of McFarland
McFarland Community Garden
Anthony St
4 min
1.1 miles
Farwell St
Farwell St
Long St
Merrill St
Lake St
Exchange St
Mcfarland Schools
Dan Chin Homes | Real Broker
McFarland Performing Arts Center
John Kreft - Afla Insurance Agen


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2
8
Main St
26
6
5
1
Autumn Ln
Christ the King
Catholic Church
Recently viewed
DROP OFF ZONE
Marsh Rd

VILLAGE OF McFarland
Police Department
5915 Milwaukee St, McFarland, WI 53558 | 608.838.3151 | www.mcfarland.wi.us/police

Date: April 03, 2026

To: McFarland Village Board

From: Brian Redman, Chief of Police

Reference: Recommendation of Approval

I reviewed the event permit application for the American Legion Post 534 Memorial Day Parade to be held on Monday May 25, 2026, with setup starting at 10:00am.

I am recommending approval of the permit. This is a yearly event that is enjoyed by everyone in the community. The police department will provide traffic direction and security for the event similar to past Memorial Day Parades.

Thank you,

Brian Redman
Chief of Police

VILLAGE OF McFarland Fire & Rescue
www.mcfarland.wi.us | 6001 Broadhead Street, McFarland, WI 53558 | 608.838.3278

April 6, 2026

Re: Event Permit Review – Memorial Day Parade

I have reviewed the submitted event application by Ian Donald Catterall, American Legion Post 534, for the Annual Memorial Day Parade on May 25, 2026.

The application is substantially complete and complies with the EMS and fire requirements. The event has been held previously without significant concerns occurring. The organizers are not stating any changes to the event compared to previous events.

I recommend approval of the permit.

Sincerely,

Christopher C. Dennis, Chief
Fire & Rescue Department
Village of McFarland

Event Permit Application - Community Organizations

Fee Waiver

Community Organization Confirmation	I acknowledge that my group/organization meets the definition of Community Organization and hereby request an Event Permit fee waiver from the Village Board.

Applicant Information

Name of Primary Contact (First, Middle Initial, Last)	Becky Rogers or Katie Vogelsang
Phone Number	[redacted]
Address	PO BOX 372 MCFARLND, WI 53558
Email Address	info@mcfarlandchamber.com

Agency / Organization Information (If Applicable)

Agency / Organization Name	McFarland Chamber of Commerce
Phone Number	6088384011
Address	PO BOX 372 MCFARLAND, WI 53558
Email Address	Info@mcfarlandchamber.com

Event Information

Name of Event	Bands by the Boardwalk
Type of Event	Love music with concessions, business promotions and food tucks
Location of Event	McDaniel Park
Event Date(s)	Thursdays June 11, July 9th and August 13
Event Time(s)	5-9pm

Total Number of Anticipated Attendees	50-300
Total Number of Attendees Anticipated Being at the Event at One Time	100
Setup Start Time	4pm
Tear-Down End Time	9pm

Public or Private Event	Open to the Public
Is any part of the event proposed to take place on a Village street?	No
Will there be outdoor amplified sound?	Yes

Please describe.	We have live music that will play in the shelter from 5:30-8pm or 6-8pm

Will the event generate excessive noise or amplified sound after 10 pm? All events generating noise after 10 pm require a variance from the Village Board.	No
Will alcohol be consumed?	Yes
Will minors be present where alcohol is served? All events that allow for the presence of minors where alcohol is served require a variance from the Village Board.	Yes, a variance is requested as part of this application

Will alcohol be sold?	Yes, a Temporary Alcohol License Application is included as part of this Event Permit Application.

Will a Village park be used?	Yes
Please identify the park.	McDaniel Park
Will the event involve tents or any other activities that will require digging or turf disturbance?	No
Has this event been previously approved in prior years by the Village?	Yes
When? (Month / Year)	2023, 2024, and 2025
Have any of the event details changed from the prior years?	No
Will the event include any mobile food carts?	Yes
How many non-consecutive dates will your Event be held? (If your event is only one day or is all consecutive days, please enter 1.)	1

Total Mobile Food Establishment Fees = $50.00

This amount is included in the total amount owed with this Event Permit Application, as shown on the final page of the application.

Will the event include any vendors?	No

Temporary Alcohol Beverage License

Information/Documentation Needed to Complete Application

Below is a list of the information and documents that you will need to be able to complete your application. For all documents, you will need them to be in a format that will allow you to upload into this application, preferably pdf or jpeg.

If you would prefer to submit your application on paper forms, they can be obtained from the Wisconsin Department of Revenue or by contacting the Village.

Information/Documentation Needed to Complete Application:

- Your Wisconsin Seller's Permit Number
- Your Federal Employer Identification Number (FEIN)
- Individual Questionnaire forms for each officer, director, and agent of the organization - People completing the Individual Questionnaire, should indicate the e-mail address of the person who is submitting the full application for the Temporary Alcohol License. Upon submittal, the Individual Questionnaire will be e-mailed, to the e-mail address indicated, as a PDF attachment that will be able to be uploaded into the Temporary Alcohol License Application.

License(s) Requested	• Temporary "Class B" Wine • Temporary Class "B" Beer

Fee

Application Fee	$10.00

Total Cost = $10.00

Organization Information

Organization Name	McFarand Chamber of Commerce
Organization Address	PO Box 372 McFarland, WI 53559
Organization Phone Number	608-838-4011
Organization E-mail Address	info@mcfarlandchamber.com
FEIN	391784424

Is this organization required to hold a Wisconsin Seller's permit?	No
Date of Organization/Incorporation	04/28/2011
State of Organization/Incorporation	WI
Type of Organization	Chamber of Commerce or similar Civic or Trade Organization under ch. 181, Wis. Stats.

Individual Information

List information for all officers, directors, and agent of the organization.

i.

Last Name

Rogers

First Name

Becky

Title

President

Phone Number

[redacted]

Attach completed Individual Questionnaire. (See link and instructions at the top of this page.)

Rogers, Becky Individual Questionnaire.pdf

Select plus sign to add additional officers.

Event Information

Name of Event	Bands by the Boardwalk
Date(s) of Event	June 11, July 9 and Aug 13th
Hours of Event	5-9pm
Address of Event	4806 McDaniel Lane, McFarand, WI 53558
Event Website (if applicable)	www.mcfarlandchamber.com
Name of Person in Charge	Katie Vogelsang/Becky Rogers
Phone Number of Person in Charge	[redacted]

E-mail Address of Person in Charge	info@mcfarlandchamber.com

Premises description:

Describe the building or buildings and any outside areas where alcohol beverages are 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.

Premises Description	The park will remian as is. We usually have Sayer add trash cans and tables.
Will minors be present where alcohol is served? All events that allow for the presence of minors where alcohol is served require a variance from the Village Board.	Yes, a variance is requested as part of this application

Attestation

Who must sign this application?

- One officer or director of the nonprofit organization

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 organization 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 according to the law, including but not limited to, purchasing alcohol beverages from Wisconsin-permitted 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.

Officer Last Name	Rogers
Officer First Name	Becky
Officer Title	President
Officer E-mail	[redacted]
Officer Phone Number	[redacted]
Officer Signature	[redacted]
Date	04/07/2026

Required Attachments

Detailed Event Schedule



Site Plan Requirement - A site plan must be attached that identifies the event layout for the event including stages, tents, equipment, fencing, alcohol sale and carding areas, etc.



Insurance - The applicant shall furnish a certificate to the Village demonstrating that applicant has in force and will maintain during the time the Event Permit is in effect public liability insurance of not less than $1,000,000 per one person, $2,000,000 per occurrence for personal injury, and $1,000,000 for property damage naming the Village as an additional insured.

Special Events Limitation Endorsement.pdf

Event Details & Security Plan

As part of the application process, you will be required to meet with the McFarland Police Department to discuss details of your event and security requirements. Please

Daytimes Tuesday - Friday 9-2pm

provide some dates/times you would be available for a meeting.

Event Coordinators

Identify Event Coordinators (Identify 1 for Every 50 Expected Attendees)

i. **Event Coordinator Name**

Katie Vogelsang

Location at Event (ex. Race Start, Supply Tent)

McDaniel Park

Time On-Site (ex. 10 am to 2pm)

5-9pm

Cell Phone Number

[redacted]

Indemnification Agreement

In consideration for the issuance of the Event Permit, the undersigned, both individually and the agency or organization applying for the Event Permit, shall indemnify, defend and hold harmless the Village of McFarland and its officers, officials, agents, and employees against all loss or expense (including liability costs and reasonable attorney's fees) by reason of any claim or suit, or of liability imposed by law upon the Village or its officers, officials, agents or employees, for damages because of injury, including death at any time resulting therefrom, sustained by any person or persons, or on account of damages to property, including loss of use thereof, arising from, in connection with, caused by or resulting from the Event. The undersigned represents that he or she has authority to enter into this agreement on behalf of the agency or organization applying for this permit.

Applicant Signature [redacted]

Date 04/01/2026

I understand the application and event requirements and agree to the following:

Certifications

- I agree to adhere to all applicable federal, state, and municipal laws and understand the violation of such laws will be subject to applicable fines and penalties, and failure to do so is grounds for revocation of the event permit.
- I understand that my event permit may be revoked at any time, if the Chief of Police, Fire/EMS Chief, Public Works Director, or designee, in their sole discretion, determine that health or general welfare to the public is endangered.
- I agree to return the site to the condition that existed before the event within twenty-four (24) hours or the expiration of my park reservation.
- I agree to abide by all conditions, including any additional conditions imposed by the Village, and understand failure to adhere to conditions will result in revocation of the event permit.

Applicant Signature	
Date	04/01/2026

Fees

Fees
Event Permit Fee: Fee waiver requested

Temporary Alcohol License, if applicable: $10.00

Mobile Food Establishments, if applicable: $50.00 for each non-consecutive day of the event

Total Amount Owed = $60.00

2026 BANDS BY THE BOARDWALK

2026 LINEUP

THURSDAY, JUNE 11

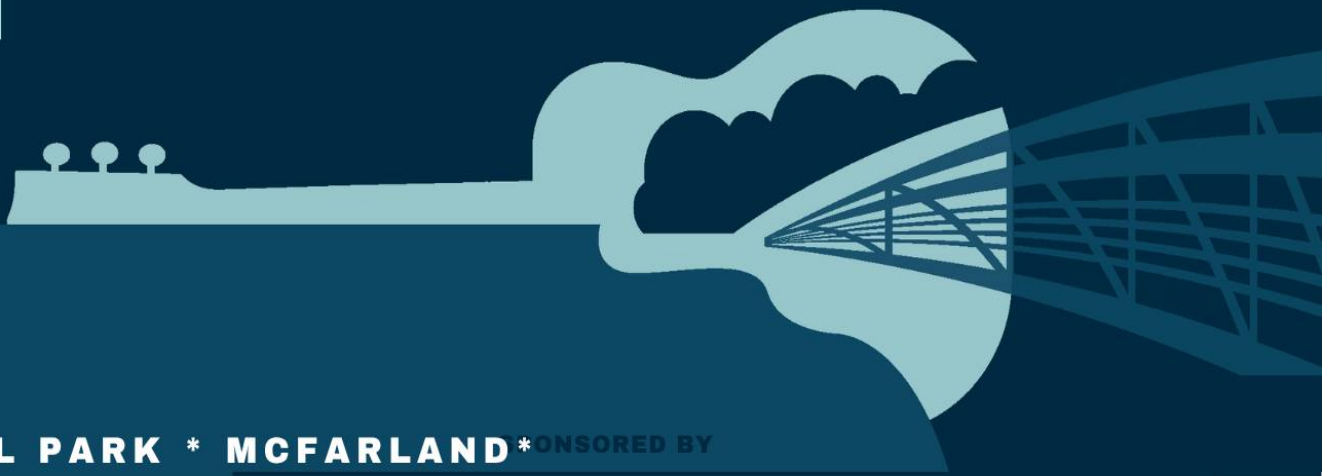
HS JAZZ BAND & SAMMI SOLBERG

THURSDAY, JULY 9

TEN SPEED LEGEND

THURSDAY, AUGUST 13

THE TROPHY HUSBANDS



MCDANIEL PARK * MCFARLAND*

EVENTS 5-9 PM, LIVE MUSIC 6-8 PM

FOOD AND BEVERAGES

SPONSORED BY

PRESENTED BY

McFARLAND CHAMBER OF COMMERCE


INTERNET | TV | PHONE

VILLAGE OF McFarland Police Department
5915 Milwaukee St, McFarland, WI 53558 | 608.838.3151 |
www.mcfarland.wi.us/police

DATE: April 13, 2026

TO: McFarland Village Board

FROM: Brian Redman, Chief of Police

REFERENCE: Recommendation of Approval

I have reviewed the special event permit application for the Bands by the Boardwalk Event to be held on 06/11/2026, 07/09/2026, and 08/13/2026 in McDaniel Park from 5:00pm to 9:00pm. There will be live music each night from 6:00pm to 8:00pm and the anticipated attendance is approximately 300 people. The applicant is requesting a variance to have minors present where alcohol is served. I recommend approval of the variance with the stipulation that the event coordinators provide proper carding of those purchasing alcohol.

I recommend the following requirements be placed on the applicant(s):

- Organizers will provide 1 staff member per 50 anticipated attendees, devoted to the function of assisting and directing attendees as needed.
- Each staff member will wear a brightly colored shirt, coat or vest that clearly identifies them as event staff.
- Organizers will be cognizant of the anticipated weather forecast and have a plan in place to communicate with and evacuate and/or shelter attendees in the event of severe weather.
- Organizers will dedicate, in addition to the aforementioned requirements, sufficient staff members to prohibit the distribution of alcohol to minors.
- Organizers agree to card (to verify age) and wristband anyone that appears to be under or close to the legal age to consume alcohol.
- Organizers agree to work with Village Staff if any other issues arise before or during each event.

Respectfully,

Brian Redman
Interim Chief of Police

www.mcfarland.wi.us | 5915 Milwaukee St, McFarland, WI 53558 | 608.838.3154

April 13, 2026

RE: Band by the Boardwalk, McDaniel Park, June 11, July 9, August 13. September 11 – 5:00 pm to 9:00 pm

The Public Works Department has the following conditions for the above-referenced event.

- Restroom clean up, supplies and upkeep during the event will be the responsibility of the permittee.
- Any turf damage or holes created by the event shall be repaired by the permittee to the satisfaction of the Public Works Department.
- No vehicles are allowed in the park (grass areas, paths) during the event. All loading and unloading activities must be performed from the service road and not from or on the grass.
- Facility and park to be returned to pre-event conditions before the end of day.
- All refuse outside of supplied containers will be deposited in onsite dumpster.
- Any requests for additional refuse containers and/or picnic tables will be made at least 2 working days prior to the event. Please note that we have limited extra tables.
- Anything stored in the concession area is the responsibility and liability of the permittee and must be removed at end of each event.

Best Regards,

Leon J Igl

Lee Igl
Director of Public Works
Village of McFarland

VILLAGE OF McFarland Fire & Rescue
www.mcfarland.wi.us | 6001 Broadhead Street, McFarland, WI 53558 | 608.838.3278

April 23, 2026

Re: Event Permit Review – Bands by the Boardwalk

I have reviewed the submitted event application from Becky Roger and Katie Vogelsang of the McFarland Chamber of Commerce for the Bands by the Boardwalk Event, scheduled for June 11, July 9, and August 13, 2026, at McDaniel Park in the Village.

The event has occurred in the past with no known concerns for Fire & Rescue. The Fire & Rescue Department supports the permit's approval with the condition that the event organizers ensure that traffic lanes are not blocked or reduced by the event, including by staff, vehicles, and equipment. McDaniel Park has limited access, with McDaniel Lane being the only access for emergency vehicles to the park and the Lower Yahara River Trail Boardwalk.

Sincerely,

Christopher C. Dennis, Chief
Fire & Rescue Department
Village of McFarland

Form **AB-101**

Alcohol Beverage Appointment of Agent

Date:

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)
Kwik Trip, Inc.

2. Business Trade Name or DBA
Kwik Trip 1210

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

6. Describe the reason for appointing a successor agent, if successor is checked above.
New manager assigned to oversee the store.

Part B: Agent Information

1. Last Name	2. First Name	3. M.I.
Sheehy	Ashley	R.

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 [redacted]

Part C: Agent Questions

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

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? See instructions for exceptions. ■ Yes ☐ 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	First Name	M.I.
Zietlow	Scott	Paul

Title	Email	Phone
CEO/President	[redacted]	[redacted]

Signature	Date
[redacted]	4/6/26

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	First Name	M.I.
Sheehy	Ashley	R.

Signature	Date
[redacted]	4/8/26

VILLAGE OF
McFarland

SUMMARY SHEET

MEETING DATE: **Tuesday, April 28, 2026**

SECTION: **Business**

DEPARTMENT: **Community Development**

CONTACT: **Andrew Bremer, Comm & Eco Dev Director**

AGENDA ITEM: **Motion to approve a Partial Release of Restrictions for Lots 1 and 3-16 for the Sperle Corners Plat as recommended by the Plan Commission.**

PREVIOUS ACTION:
April 21, 2026 Plan Commission unanimously recommended approval of the Partial Release of Restrictions

ISSUE SUMMARY:
When the Development Agreement for Sperle Corners was approved by the Village Board in 2025 it included standard language that prevents the sale of lots not included in Phase 1 of the development without the prior approval of the Village Board. This restriction is recorded with the Dane County Register of Deeds and is intended to prevent a developer from selling lots prior to the Village approving the Planned Development Detailed plans for those lots and any associated public improvements. Included in the packet is a Partial Release of Restrictions for Lots 1, 3-16 as drafted by the Village Attorney. Upon approval by the Village Board, the release restriction will be recorded for the associated properties.

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:
Recommended motion:

Motion, second, to approve a Partial Release of Restrictions for Lots 1 and 3-16 for the Sperle Corners Plat.

ATTACHMENTS:
1. Sperle Corners Restriction Release Lots 1, 3-16

PARTIAL RELEASE OF RESTRICTIONS

Document Number | Document Name

WHEREAS, Lakestone Properties & Management, LLC, a Wisconsin limited liability company, caused to be recorded a certain Declaration of Conditions, Covenants and Restrictions (the "Restrictions") for Sperle Corners, Village of McFarland, Dane County, Wisconsin in the office of the Register of Deeds for Dane County on February 10, 2026 as Document No. 6079785; and

WHEREAS, the Restrictions limited the sale or other transfer of Lots, as defined therein, until such time as an instrument is recorded by the Village of McFarland in the office of the Register of Deeds for Dane County, Wisconsin approving the sale or transfer of said Lots; and

WHEREAS, the Village of McFarland now approves the sale or transfer of Lot 1 and Lots 3-16, Sperle Corners, recorded in the office of the Register of Deeds for Dane County in Volume 62-045A of Plats on pages 251-253 as Document No. 6077791:

Now, therefore, the Village of McFarland hereby releases the foregoing Restrictions as they affect Lot 1 and Lots 3-16, Sperle Corners, in the Village of McFarland, Dane County, Wisconsin.

In witness whereof, the undersigned have executed this instrument on behalf of the Village of McFarland.

Recording Area

Return to:

Cassandra Suettinger
Clerk-Treasurer
Village of McFarland
5915 Milwaukee Street
PO BOX 110
McFarland, WI 53558

Tax Parcel Nos.

154/0610-024-6001-1	154/0610-024-6089-1
154/0610-024-6023-1	154/0610-024-6100-1
154/0610-024-6034-1	154/0610-024-6111-1
154/0610-024-6045-1	154/0610-024-6122-1
154/0610-024-6056-1	154/0610-024-6133-1
154/0610-024-6067-1	154/0610-024-6144-1
154/0610-024-6078-1	154/0610-024-6155-1
	154/0610-024-6166-1

Village of McFarland

By: _____(SEAL)
Stephanie Brassington, Village President

ATTEST:

_____(SEAL)
Cassandra Suettinger, Village Clerk-Treasurer

AUTHENTICATION

Signature(s) of _____ and _____ authenticated on _____, 2026.

_____
*_____
TITLE: MEMBER STATE BAR OF WISCONSIN
(If not, _____
Authorized by Wis. Stat. § 706.06)

*Names must be printed or typed below all signatures.

ACKNOWLEDGEMENT

STATE OF WISCONSIN)
) ss.
DANE COUNTY)

Personally came before me on _____, 2026, the above-named Stephanie Brassington and Cassandra Suettinger, to me known to be the persons who executed the foregoing instrument and acknowledged the same.

_____
*_____
Notary Public, State of Wisconsin
My Commission (is permanent) (expires:_____)

RESOLUTION 2026-06

A RESOLUTION ACKNOWLEDGING WORLD MIGRATORY BIRD DAY.

WHEREAS, migratory birds are some of the most beautiful and easily observed wildlife that share our communities, and

WHEREAS, many citizens recognize and welcome migratory songbirds as symbolic harbingers of spring, and

WHEREAS, these migrant species also play an important economic role in our community, controlling insect pests and generating millions in recreational dollars statewide, and

WHEREAS, migratory birds and their habitats are declining throughout the Americas, facing a growing number of threats on their migration routes and in both their summer and winter homes, and

WHEREAS, public awareness and concern are crucial components of migratory bird conservation, and

WHEREAS, citizens enthusiastic about birds, informed about the threats they face, and empowered to help address those threats can directly contribute to maintaining health bird populations, and

WHEREAS, since 1993 World Migratory Bird Day (formerly International Migratory Bird Day) has become a primary vehicle for focusing public attention on the nearly 350 species that travel between nesting habitats in our communities and throughout North America and their wintering grounds in South and Central America, Mexico, the Caribbean, and the southern U.S., and

WHEREAS, hundreds of thousands of people will observe WMBD, gathering in town squares, community centers, schools, parks, nature centers, and wildlife refuges to learn about birds, take action to conserve them, and simply to have fun, and

WHEREAS, while WMBD officially is held each year on the second Saturday in May, its observance is not limited to a single day, and planners are encouraged to schedule activities on the dates best suited to the presence of both migrants and celebrants, and

WHEREAS, WMBD is not only a day to foster appreciation for wild birds and to celebrate and support migratory bird conservation, but also a call to action,

NOW, THEREFORE, BE IT RESOLVED, that the Village Board of Trustee in McFarland, Wisconsin, do hereby proclaim World Migratory Bird Day in McFarland annually on the second Saturday of May

FURTHER, The Board of Trustees urge all citizens to celebrate this observance and to support

efforts to protect and conserve migratory birds and their habitats in our community and the world at large.

Adopted at a regular meeting of the Village Board this 28th day of April, 2026.

APPROVED:

_____
Stephanie Brassington
Village President

ATTEST:

_____
Cassandra Suettinger
Deputy Administrator/Clerk

RESOLUTION 2026 – 06	
MOTION	SECOND
ACTION	DATE
Adopted	
Referred	
Tabled	
Withdrawn	
Defeated	
Published	
INDIVIDUAL VOTING RECORD	
Annen –	Leamy –
Boyd –	Neidinger –
Brassington –	Prill –
Fessler –	
VOTING RESULTS	
Motion Carried	
Motion Defeated:	

VILLAGE OF
McFarland

SUMMARY SHEET

MEETING DATE: **Tuesday, April 28, 2026**

SECTION: **Business**

DEPARTMENT: **Administration**

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

AGENDA ITEM: **Discussion and action 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 based on the referral from Trustee Leamy.

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 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 and in-person comments at that time.

ISSUE SUMMARY:
On April 9, 2026, the Public Safety Committee continued discussion on the Village Board's referral to review the current TRH ordinance for potential changes. As part of their work, the Public Safety Committee provided the following recommendations on the referral to review the Village's Tourist Rooming House Ordinance :
1. Recommended that the Village Board NOT pursue the 180-day restriction.
2. Recommended the Village Board REJECT the 7-day minimum stay restriction for Village Residents and Village Business TRH permits.
3. Recommended pursuing contracting with a third party for software to increase enforcement capabilities.

4. Recommended requiring all Tourist Rooming House permits to submit a quarterly report containing confirmation on number of stays as recommended by the Village Attorney.
5. Recommended directing staff to strengthen the Village's Ordinance and hold TRH owners accountable for any problems that arise out of renter violations.

Attached is a draft version of an ordinance amendment based on the recommended changes from the Public Safety Committee.

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:
The Public Safety Committee has reviewed the requested referral and as noted above, provided a recommendation accordingly. The Village Board will receive the referral back and need to provide further direction on the referral.

Recommended for discussion and further direction on the referral to review the Village's Tourist Rooming House Ordinance. If changes are desired to be made to the Tourist Rooming House Ordinance, the Village Board will need to refer changes to the Plan Commission to hold a public hearing at their May meeting.

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. TRH Ordinance 2026-07 Draft 4-24-26
6. Anonymous - Public Notice Feedback - Tourist Rooming House Ordinance
7. Charlie, W Public Notice Feedback - THR Ordinance Updates_Redacted
8. Graham - Public Notice Feedback - TRH Ordinance updates
9. Harkins, R - Public Notice Feedback - TRH Ordinance Updates_Redacted
10. McDonald, Todd - 02.23.2025 TRH Feedback
11. Public Notice Feedback - Public Hearing on Tourist Rooming House Ordinance (002)_Redacted
12. Public Notice Feedback - TRH Ordinance Updates (002)_Redacted
13. 02.02.02 S Alf - TRH Feedback
14. 02.02.02 K Carl - TRH Feedback
15. Tourist Rooming House TRH
16. 01.20.26 Dillman TRH Letter

17. 01.21.26 - Input and Recommendation to McFarlands TRH Ordinance
18. Cappozzo_TRH_Support_Letter
19. Barber, L Public Notice Feedback - Short Term Rentals public meeting 3-2-2026_Redacted
20. Bouffiou, T Public Notice Feedback - TRH Ordinance updates_Redacted
21. Davenport, E Public Notice Feedback - TRH Ordinance Updates_Redacted
22. Baumgartner, S Public Notice Feedback - Tourist Rooming House (AKA Short Term Rentals) Public Hearing_Redacted
23. Byers, A Tourist Rooming House Ordinance_Redacted
24. Kamnetz, L Public Notice Feedback - TRH Ordinance Updates_Redacted
25. mcfarland_public_safety_letter_dave_katie_cappozzo_onepage_v2 (002)_Redacted
26. Nelson, S Public Notice Feedback - TRH Ordinance Updates_Redacted
27. Rogers, B Public Notice Feedback - TRH Ordinance Updates_Redacted
28. Unke Letter_Redacted
29. Olgren Letter_Redacted
30. Goodrich, C April 9th meeting_Redacted
31. Graham, D Public Notice Feedback - TRH Ordinance_Redacted
32. Green, E Support for proposed TRH ordinance_Redacted
33. Gunderson, M Public Notice Feedback - RH Ordinance Updates_Redacted
34. Kamnetz, L McFarland_TRH_Letter_Redacted
35. Lodholz, K Short-term Rental Limits_Redacted
36. Miller, D Trh proposal_Redacted
37. Pagels, J I support the TBH ordinance_Redacted
38. Quamme, T Proposed ordinance_Redacted
39. Roahen, D McFarland's Tourist Rooming Housing (TRH) Ordinance_Redacted
40. Simon, D Public Notice Feedback - TRH Ordinance Updates_Redacted
41. Smith, S Support for Reasonable Updates to Short-Term Rental Ordinance_Redacted
42. Thrush, V April 9th meeting_Redacted
43. Unke, W Please preserve the less than 7 day rental for current community residents_Redacted
44. Alf, S I support the proposed TRH ordinance updateds_Redacted
45. Alf, S I support the proposed TRH ordinance updates_Redacted
46. Alf, S TRH Ordinance_Redacted
47. Anonymous - Short term rental limits_Redacted
48. Brussock, K Proposed TRH ordinance updates_Redacted
49. Cappozzo, K Letter to the Village for the April 9th Meeting_Redacted
50. Carl, R Protecting the Future of McFarland Neighborhoods_Redacted
51. Cornell, J TRH Ordinance Support_Redacted
52. Dettman, R TRH_Redacted
53. Dillman, L Follow up to Mar 2nd PSC meeting on TRH rules_Redacted
54. Erickson, L Tourist Rooming House Ordinance_Redacted
55. Davenport, E STRs_Redacted
56. Dintelman TRH Letter_Redacted
57. Downing, T Proposed updates to the TRH_STR ordinances_Redacted
58. Faust, D Support for Reasonable Updates to Short-Term Rental Ordinance_Redacted
59. Faust, D Support for the TRH ordinance_Redacted

60. Funkhouser, D Short Term Rental Limits_Redacted
61. Gauwitz, K TRH Ordinance Updates_Redacted
62. Heinzerling, C Support for TRH Ordinance Revisions_Redacted
63. Hiltbrand J For Public Safety Committee_Redacted
64. Hippler, D TRH ordinance_Redacted
65. Howell, M Tourism housing ordinance_Redacted
66. Kane, K STR Ordinance support_Redacted
67. Kane, T re_ Support for Proposed STR Ordinance Updates_Redacted
68. Kunze, A TRH ordinance_Redacted
69. Kunze, R Short Term Rental Limits_Redacted
70. Mulcahy, L Air BnB_Redacted
71. Nartowicz, K TRH_Redacted
72. Penington, D Please update the 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
85. Dillman, L Comments for the Village Board Concerning the Rules for TRH_Redacted
86. Kolterman, A TRH ordinance_Redacted
87. TeBeest, A Short term rental permits_Redacted
88. VanderHeiden, R Proposal for Evidence-Based Review of Tourist Rooming House Ordinance Changes_Redacted
89. Yerges, A Short-term rental ordinance_Redacted
90. Bird, N Public Notice Feedback - TRH Ordinance_Redacted
91. Cappozzo, K TRH Ordinance – April 9 Meeting Follow-Up_Redacted
92. Carl, K Follow-up to last night's PSC re_ the proposed changes to our TRH ordinance_Redacted
93. Davenport, E Public Notice Feedback - TRH Ordinance_Redacted
94. Carl, K Speech for April 28 village board meeting_Redacted
95. Carl, R Dear McFarland Village Board TRH Letter ^N3 Final_Redacted
96. Graham, D FW_ TRH_Redacted
97. Tryzna, J Support for Proposed Tourist Rooming House Ordinance Restrictions_Redacted
98. Blanchar, S Support of TRH Ordinance Updates_Redacted

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MEMORANDUM
To: Public Safety Committee
From: Cassandra Suettinger, Deputy Administrator Clerk
UPDATED – February 26, 2026
RE: Tourist Rooming House Ordinance

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 22nd 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 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.

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 2nd 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

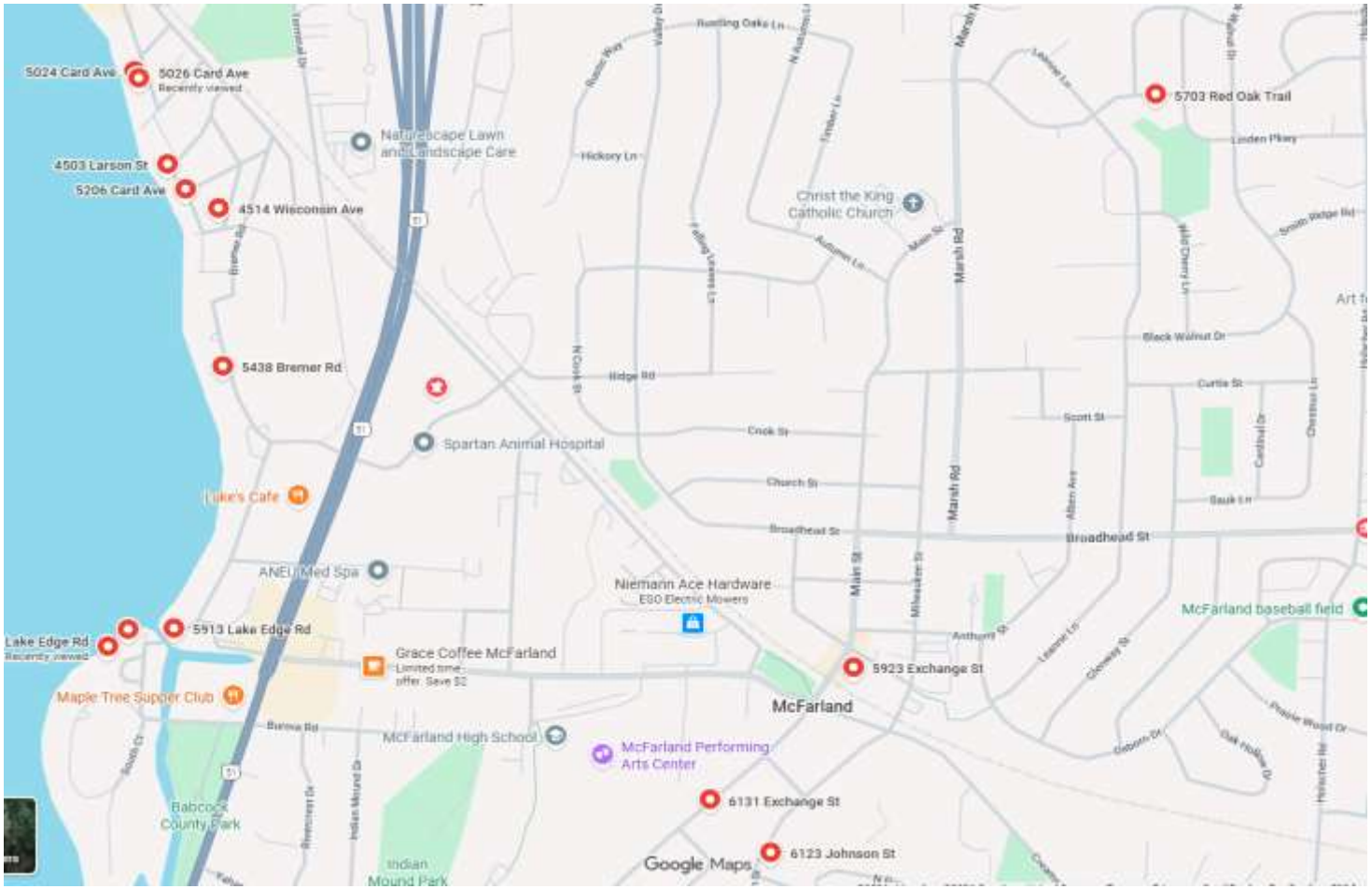
Requested By	Trustee Leamy
Item/Issue Referral	Since Jan 1 2024 (new tourist rooming house ordinance went into place July 11 2023), there have been 5 new tourist rooming house permits submitted (2 in process?). Out of those 5 new permits, 4 are water-front properties. This would bring the total to 12 tourist rooming houses in the village, with 75% of the properties clustered on McFarland's waterfront.
Action/Referral Request	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.
Request Referral to (Please select all that apply)	• Public Safety Committee
Background Information	2023 Ordinance updates approved by Village board July 11 2023: https://mcfarlandwi.portal.civicclerk.com/event/1517/files/attachment/14809 Please see attached document with screenshot of McFarland map which includes active tourist rooming house locations
Attachments	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
Vinatage 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

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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 <u>all</u> 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 des 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 1st and run 180 consecutive days thereafter, even though the permit would be renewed July 1st.

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 1st through June 30th 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.

ORDINANCE 2026-07

AN ORDINANCE AMENDING ARTICLE 11-XI TOURIST ROOMING HOUSES, ALSO KNOWN AS THE SHORT-TERM RENTAL ORDINANCE, OF THE MCFARLAND MUNICIPAL CODE.

Purpose: To Amend the Village's Short-Term Rental Ordinance.

Sponsor: Cassandra Suettinger, Deputy Administrator/Clerk

Recommended Referral: Plan Commission

Public Hearing: Held on May 19, 2026 with the Plan Commission

WHEREAS, the Village of McFarland currently requires a permit for property owners who operate short-term rentals, and the Village further regulates these businesses for health and safety purposes.

WHEREAS, the Village Board has considered amending the current regulations concerning short-term rentals and has determined that amendments are appropriate.

NOW, THEREFORE, the Village Board of the Village of McFarland, does ordain as follows:

Section 1. Article 11-XI Tourist Rooming Houses, of the McFarland Municipal Code, is amended and adopted to read as it appears on the attached Exhibit A.

Section 2. This Ordinance shall take effect _____.

The above and foregoing Ordinance was duly adopted at a regular meeting of the McFarland Village Board on the ____ day of _____, 2026.

APPROVED:

_____
Stephanie Brassington, Village President

ATTEST:

_____
Cassandra Suettinger
Deputy Administrator/Clerk

ARTICLE XI TOURIST ROOMING HOUSES

11-350 Purpose

The purpose of this Article is to ensure that the quality of tourist rooming houses operating within the Village is adequate for protecting public health, safety and general welfare, including establishing minimum standards of space for human occupancy and for an adequate level of maintenance; determining the responsibilities of owners, operators and property managers offering these properties for tourists or transients, to protect the character and stability of residential areas of the Village; to provide minimum standards necessary for the health and safety of persons occupying or using buildings, structures or premises; and provisions for the administration and enforcement thereof. The Village Board specifically finds that use of single family residences in the Village for short term rental creates the increased potential for adverse impacts on single family neighborhoods. The Village Board also finds that nonresidents and businesses located outside of the Village of McFarland are less responsive to problems that arise in the operation of short-term rentals located in the Village, particularly with rentals of fewer than seven days, as compared to Village businesses and residents who operate short-term rentals responsibly. The increased potential for adverse impacts is due to a higher degree of residential use and occupancy by vacationers who may tend to more frequently keep different hours engaging in recreational and social activities than the permanent residents in the surrounding neighborhood. Further, lacking any connection to the surrounding neighborhood, are less likely to be sensitive to the needs and concerns of neighbors. Finally, the lake side neighborhoods in which tourist rooming houses may be most likely to operate in the Village typically have small lots with homes very close to one another thereby increasing the potential for conflicts or disturbances. Additionally, the Village recognizes the passage of the Right to Rent Law in the State of Wisconsin, Wis. Stat. § 66.1014 protected the ability of homeowners to rent their homes on a short-term basis.

11-351 Definitions

In this Article:

Bed and breakfast establishment means any place of lodging that satisfies all of the following:

(a) Provides eight or fewer rooms for rent to no more than a total of 20 tourists or transients.
(b) Provides no meals other than breakfast and provides the breakfast only to renters of the place.
(c) Is the owner's primary place of residence.
(d) Is occupied by the owner at the time of rental.
(e) Was originally built and occupied as a single-family residence, or, prior to use as a place of lodging, was converted to use and occupied as a single-family residence.

Dwelling unit 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 two (2) or more persons maintaining a common household, to the exclusion of all others.

Hotel means all places wherein sleeping accommodations are offered for pay to transients, in five or more rooms, and all places used in connection therewith. "Inn", "motel" and "hotel" are synonymous.

Local agent means a person that, subject to the conditions established in Section 11-352, is authorized by the owner of a tourist rooming house to manage a tourist rooming house.

Operate a tourist rooming house means any of the following:

(a) Renting a tourist rooming house to a tourist or transient.
(b) Renting a tourist rooming house through a marketplace provider, such as VRBO and Airbnb, to a tourist or transient.
(c) Managing a tourist rooming house.
(d) Advertising a tourist rooming house for rent through a marketplace provider, such as VRBO and Airbnb.

Tourist rooming house means any dwelling unit rented for any period of time less than 30 consecutive days to tourists or transients, except that the following are expressly excluded:

(a) Bed and breakfast establishments.
(b) Hotels.
(c) Any private boarding or rooming houses, ordinarily conducted as such, that do not accommodate tourists or transients.

Tourist or *transient* means a person who travels from place to place away from his or her permanent residence for vacation, pleasure, recreation, culture, business or employment.

Village Resident means an individual person whose residence in the Village of McFarland serves as the individual's true, fixed, and permanent home for at least 183 days in a calendar year and to which, whenever absent therefrom, that individual intends to return. Additional characteristics of a primary residence including, but are not limited to, where an individual receives government-issued mail, receives a Wisconsin lottery credit, claims residence for purposes of voter registration, federal or state income tax forms that is located within the Village of McFarland. Village Resident does not include any business entity.

Village Business means a business entity that has its principal place of business located within the Village of McFarland and that is at least fifty percent (50%) owned by a Village Resident or Village Residents.

11-352 Operation Of Tourist Rooming Houses

(a) Every owner of a tourist rooming house shall appoint a local agent to manage the tourist rooming house if the owner resides outside a 30-mile radius from the tourist rooming house or if the owner will be absent while the property is being rented as a tourist rooming house. For purposes of this requirement, an owner shall be considered absent if he or she cannot be contacted and be present at the touring rooming house within 45 minutes. The owner shall provide notice to the Village of the agent's name, address, telephone number and email address. The local agent shall:

(1) If a natural person, keep their permanent residence within 30 miles of the tourist rooming house, or if a property management company or similar business entity, have offices within 30 miles of the tourist rooming house;

(2) Be authorized as owner, or on behalf of the owner of the tourist rooming house, to accept service of all notices from the Village or service of legal process relating to any and all matters relating to the tourist rooming house;

(3) Be authorized to allow Village officers, employees, or agents, to enter the owner's property for purposes of inspection and enforcement of this Article or any other ordinance, statute, rule or regulation the Village may have the duty or authority to enforce;

(4) Be authorized to act as owner, or on behalf of the owner, of the tourist rooming house in all matters relating to dealing with renters of the tourist rooming house;

(5) Be authorized to undertake, or cause to be undertaken, any repair or act of maintenance of the tourist rooming house necessary to comply with any Village ordinance, or any applicable state building regulations.

(6) Subject to Wis. Stats. §§ 111.321, 111.322 and 111.335 has not been convicted of or have any pending charges for any offense as a felony, misdemeanor, or civil forfeiture, involving dishonesty, fraud, deceit, robbery, the use or threatened use of force or violence upon the person of another, or sexual immorality under Wis. Stats. ch. 944.

(b) Each tourist rooming house shall have and maintain the following licenses and permits:

(1) All required permits from State of Wisconsin Department of Agriculture, Trade and Consumer Protection or authorized agent including a permit for operation of a tourist rooming house under Wis. Stats. § 97.605 including any permits or licenses required by Dane County Public Health of Madison Dane County;

(2) A seller's permit issued by the Wisconsin Department of Revenue;

(3) Any permit required under this Article.

11-353 Tourist Rooming House Permit

(a) No person may operate or permit to be operated a tourist rooming house in the Village of McFarland for more than ten nights each year except upon receipt of a permit under this Article and subject to all the terms and conditions thereof.

(b) A person operating or owning a tourist rooming house in the Village of McFarland shall comply with the following Sections of this Article XI, irrespective of the permit requirement in Section 11-353(a):

(1) Section 11-352—Operation of tourist rooming houses.
(2) Section 11-358—Inspections.
(3) Section 11-361—Standards for tourist rooming houses.
(4) Section 11-362—Taxes and fees.

11-354 Application

(a) ~~(a)~~ All applications for a new tourist rooming house permit or renewal shall be filed with the Village Clerk on forms provided by the Village Clerk. All applications must be filed by the property owner. Each applicant shall certify to the Village that the tourist rooming house included in the permit is in compliance with the provisions of this Chapter. No permit shall be issued unless the completed application form is accompanied by payment of the required fee.

~~(a)~~(b) As a condition to the issuance of a tourist rooming house permit, the applicant shall sign an acknowledgment with their application that they are personally responsible and liable for violations of the Village's noise ordinance, section 20-58 of this Code, committed by their renters and guests of the tourist rooming house.

(~~b~~c) Each application for a new permit shall include the following information and documentation for each tourist rooming house:

(1) A nuisance response plan as described in Section 11-359.
(2) A current Tourist Rooming House License issued by Public Health of Madison and Dane County, or other applicable entity, under Wis. Stats. § 97.605, or a copy of the completed application submitted for said license if the license has not been issued.
(3) A copy of a completed Public Health of Madison and Dane County, or other applicable entity, tourist rooming house inspection form dated within one year of the date of issuance or renewal.
(4) Proof of liability insurance. Such insurance shall be a commercial general liability, hotel or short-term rental policy that specifically covers liabilities arising from rental of the tourist rooming house for short-term rentals. The policy shall provide no less than $1,000,000.00 coverage, per occurrence. Claims-made coverage shall not be acceptable insurance under this Article.

(5) Seller's permit from the State of Wisconsin Department of Revenue. (Not required for those operator's solely utilizing a lodging marketplace for bookings).
(6) Floor plan and requested maximum occupancy.
(7) Site plan including available onsite parking.
(8) Local agent agreement reflecting the local agent's authority and acceptance of all responsibilities under this Article, if applicable.
(9) Designation of the local agent, if applicable.
(10) Proof of a successful inspection by the Village Building Inspector and Village Fire Inspector, required under Section 11-358.

(11) A statement if the applicant intends to rent the tourist rooming house for periods of time fewer than seven (7) days.

(12) For those owners renting the tourist rooming house for periods of time fewer than seven (7) days, two separate items of documentation showing that the proposed Tourist Rooming House owner is a Village Resident. Identifying documents must contain the owner's current and complete name, and a current and complete residential address. Adequate identifying documents that contain the required information include the following, documents must be unexpired or issued within 90 days of proposed permitting period: a valid identification card issued under Wis. Stats. 343.50, a residential lease, a bank statement, a paycheck or paystub, or a check or other document issued by a unit of government, an identification card issued by a federally recognized tribe in this state, and other document deemed acceptable by the Village Clerk;

(13) For Village Business renting the tourist rooming house for periods of time fewer than seven (7) days, documentation showing that the business's principal place of business is located within the Village of McFarland and that the business is owned and operated by a Village Resident.

(14) Any other information requested on the application form deemed necessary in the reasonable discretion of the Village Clerk to evaluate the application under this Article.

(d) Applications for renewal of a permit are not required to include the documentation for items listed in paragraphs (6) through (9) unless the information has changed from the preceding application.

11-355 Terms And Filing Date

Each permit shall run from July 1 through June 30 of the following year and shall not be transferrable to any other place or person. All renewal applications must be filed by May 1 of each year. The filing fee shall be paid upon filing of the application. The Clerk may conditionally accept late applications, subject to payment of the late filing fee. Any application which does not include all of the information and documentation shall not be considered as complete. The permit may not be issued unless and until a Tourist Rooming House License has been issued by Public Health of Madison and Dane County.

11-356 New Application Review Procedure

(a) Issuance of a permit by the Village Clerk

(1) Prior to issuance of the permit, the Village Clerk shall send a notification to all property owners within 500 feet of the proposed tourist rooming house. The notice shall contain the application and information on tourist rooming houses, standards of Tourist Rooming houses contained in the Village Ordinance, and the process to report violations or nuisances outlined in this chapter. The applicant shall prepay the cost of sending such notice before the notices are sent.

(2) The Village Clerk shall issue a permit as soon as practicable, unless the Village Clerk determines one or more of the following:

a. The application is incomplete, or information required in section 11-354 has not been met.
b. The application or support documents contain any false or materially misleading information or any material omission.

(3) The permit shall contain all of the following information:

a. The name and address of the property owner.
b. The name, address and phone number of the local agent.
c. The maximum occupancy for the premises
d. The permit term.

(b) Non-Issuance of a permit by the Village Clerk

(1) Except as provided in 11-356(2), if an application is not approved by the Village Clerk, a notice shall be provided to the applicant, in writing, contained a statement of the reasons for the denial, including specifics regarding reason for denial. The written notice to the applicant shall also provide notice of right to a hearing as provided under 11-365(c) below.

(c) Appeals Process

(1) Any person whose application has not been approved by the Village Clerk may appeal that decision to the Public Safety Committee by providing written notice to the Village Clerk within 14 days of the Village Clerk mailing notice of denial of the permit.

(2) Upon appeal, the Public Safety Committee shall conduct a hearing to make a recommendation to the Village Board regarding the issuance of a Tourist Rooming House permit. If the applicant fails to appear before the Public Safety Committee, the Public Safety Committee shall forward a recommendation for non-issuance of the permit. At the hearing, both the Village and the applicant may introduce evidence, produce witnesses, cross-examine witnesses, and be represented by counsel. The hearing shall be recorded.

(3) The Village Board shall issue written findings an decision regarding the issuance of the permit within 30 days after the hearing.

11-355 Renewal

(a) Upon receipt of any renewal application and determination that the application is complete, the Village Clerk shall request reports from the Police Department and the Community Development Department regarding any complaints received, calls for service or actions taken regarding the permitted properties. The Clerk shall issue renewal permits within 45 days of the filing of the application unless the information provided is incomplete or otherwise not in compliance with the requirements of this Article or the reports from the Police Department and the Community Development Department indicate that there have been complaints or actions involving the property.

(b) If the Clerk finds that the permit should not be renewed because the application demonstrates that the requirements of Sections 11-352 and 11-354 are not met, or that due to complaints or actions during previous permit year, the application should be forwarded on to the Public Safety Committee, to hold a hearing on non-renewal of the permit in accordance with the procedure set forth in 11-356(b) and (c) apply .

11-358 Inspections

No building may be used as a tourist rooming house unless it has been inspected by the Village Fire Inspector and Village Building Inspector and the inspection shows no violations or hazards adversely affecting the health and safety of occupants or property maintenance violations. Each separate dwelling unit that is offered for rental as a tourist rooming house is required to be inspected annually by the Village Fire Inspector and Village Building Inspector. The holder of or applicant for the tourist rooming house permit, or property owner if no permit is required, is responsible for payment of the inspection fees.

11-359 Content Of Nuisance Response Plans

Each nuisance response plan accompanying an application for a permit required by this chapter shall contain the following information and otherwise be in a form required by the Village Clerk:

(a) The mailing address and telephone number of the owner or owners of the residential dwelling unit or units to be used as a tourist rooming house pursuant to the permit;

(b) The name, address and telephone number of the local agent(s) who will be available by telephone, and who will be responsible for promptly responding to or causing a prompt response to a nuisance complaint arising out of the occupancy or use of the tourist rooming house by tenants, their visitors or their guests. For the purposes of this Section, a return telephone call to a complainant within 45 minutes of the initial complaint shall be deemed "prompt."

(1) No more than a total of three persons shall be designated in the response plan as a person responsible for responding to or causing a response to a nuisance complaint; and

(2) Only one such person shall be designated as the person responsible for responding to a nuisance complaint during any particular hours of the day, different days in a week, or different weeks of the year;
(3) Any such person designated shall have the powers of a local agent.

(c) The manner of responding to or causing a response to a nuisance complaint, including but not limited to the manner in which the complainant or complainants will be notified of the response and the method of documenting prompt responses and timely corrective action.
(d) The manner of assuring timely corrective action to remedy the conditions that caused the nuisance complaint. For the purposes of this chapter, "timely corrective action" shall include, at a minimum, a telephone call to the primary adult occupant of the tourist rooming house within 30 minutes of the initial nuisance complaint.
(e) The number of off-street parking spaces and number of bedrooms available at the tourist rooming house.

11-360 Display Of Permit

Each permit shall be displayed on the inside of the main entrance door of each tourist rooming house.

11-361 Standards For Tourist Rooming Houses

Each tourist rooming house shall comply with all applicable Village ordinances and all the following requirements:

(a) *Space, occupancy and parking.* Each tourist rooming house shall have:
(1) Not less than one bathroom for every six occupants;
(2) Maximum renter occupancy shall not exceed the lesser of two times the number of legal bedrooms to be rented in the residential dwelling or 12. Children 12 and under shall not count towards the maximum renter occupancy.
(3) A maximum occupancy for any premises without a separate enclosed bedroom is two people;
(4) Off-street parking spaces on the property shall be available to the renters. The minimum number of off-street parking spaces available for renters shall be as required for the type of dwelling unit as set forth in the Village Zoning code. The operator shall designate off-street parking spaces for renters on the property in accordance with the standards outlined in the Village Zoning Code, including but not limited to Subdivision IV, Vision Clearance, Parking and Loading Facilities. Parking space limit shall appear in all advertising for the tourist rooming house. Parking spaces must be accessible to renters at all times to be considered valid under this section.

(b) *Safety requirements.* Each tourist rooming house shall comply with the following:

(1) Shall have a safe, unobstructed means of egress leading to safe, open space at ground level;
(2) Shall have functional smoke detectors and carbon monoxide detectors in accordance with the requirements of Wis. Admin. Code Ch. SPS 362;
(3) No accessible wood burning fireplace unless the owner provides a certificate from a licensed commercial building inspector, dated not more than 30 days prior to submission, certifying that the fireplace and chimney have been inspected and are in compliance with National Fire Prevention Association Fire Code Chapter 211 Standard for Chimneys, Fireplaces, Vents, and Solid Fuel-Burning Appliances.
(4) No hibachi, gas-fired grill, charcoal grill, or other similar devices used for cooking, heating, or any other purpose on any balcony, deck or under any overhanging structure or within ten feet of any structure.
(5) Outdoor fireplaces and pits or bowls or pits designed for the holding or burning of wood shall be allowed, as long as the following conditions are met:
    a. Pits shall have an enclosure, heavy screen, or spark arrestor to control and contain embers and sparks.
    b. Fireplaces or pits shall not be used within ten (10) feet of a building, combustible structure or lot line.
    c. Only clean, dry wood is permitted to be burned in fireplaces or pits. No trash, yard waste or construction material shall be burned.
    d. The smoke from a fireplace or pit shall not create a nuisance.
    e. A fire extinguisher, garden hose, or other method of fire control shall be readily available.
    f. The fireplace or pit must be supervised at all times by a responsible adult. The fire must be completely extinguished before the fireplace or pit is left unsupervised.
(6) A functional fire extinguisher shall be provided within 30' of any indoor cooking equipment. Any required fire extinguisher shall be UL rated 1-A: 10-B:C Any provided fire extinguisher shall be maintained (including annual inspection by a licensed fire extinguisher service provider) and installed in accordance with the National Fire Protection Association standard for Portable Fire Extinguishers.

(c) *Orderly operation and use.*
(1) The owner and local agent shall comply with all terms of an approved nuisance response plan.
(2) Owners and renters of the tourist rooming house are prohibited from allowing guests in excess of the maximum occupancy limit established in 11-361(a) at any time.
(3) The owner shall require the primary overnight and daytime occupant of the tourist rooming house to be an adult 18 years of age or older. This adult shall provide a telephone number to the owner or local agent and shall be accessible to the owner or local agent by telephone at all times.
(4) Prior to occupancy, the owner or local agent shall obtain the name, address, and driver's license number or a copy of the passport of the

primary adult occupant of the tourist rooming house. The owner shall require that adult to sign a formal acknowledgement that he or she is legally responsible for compliance of all occupants of the tourist rooming house or their guests with all provisions of this chapter. This information shall be readily available upon request of any police officer or employee of the Village authorized to enforce this chapter or state law.

(5) Trash and refuse shall not be left stored within public view, except in proper containers for the purpose of collection. The owner of the tourist rooming house shall provide sufficient trash collection containers and service to meet the demand of the occupants.

(6) Each lease or rental agreement for a tourist rooming house shall include the following terms, notifications and disclosures, which shall also be posted in a conspicuous location inside the unit:

a. The maximum number of overnight occupants and day use visitors that are permitted.
b. The number of off-street parking spaces that are provided.
c. Notification that on-street parking is extremely limited in some areas of the Village.
d. The trash pick-up day and applicable rules and regulations pertaining to leaving or storing trash or refuse on the exterior of the property.
e. Notification that the occupant may be cited or fined by the Village or immediately evicted by the owner or local agent, in addition to any other remedies available at law, for violating any other provisions of this Article.
f. Notification that failure to conform to the occupancy requirements of the tourist rooming house is a violation of this Article.
g. Notification that amplified sound, including radios, televisions and other electronic devices are subject to the Village's noise regulations as set forth in Sections 20-58, 20-59, 20-77, 20-79 and 20-80, copies of which shall also be provided.
h. A recommendation that the occupant participate voluntarily in neighborhood quiet hours by avoiding parties and loud social events between the hours of 10:00 p.m. and 7:00 a.m.
i. The name of the owner of the unit, local agent and a telephone number at which at least one or the other may be reached at all times.
j. A copy of the "Good Neighbor Guidelines" which may from time to time be prepared by the permit administrator. These guidelines may include location-specific information, such as local speed limits and parking limitations.
k. Notification that usage of outdoor fireplaces and pits are required to comply with section 11-361(b)(5).
l. A copy of this Article and Sections 20-58, 20-59, 20-77, 20-79 and 20-80 of the McFarland Municipal Code, as it may be amended from time to time.

(7) Upon receipt of a nuisance complaint or upon notification that any occupant or guest of the tourist rooming house has created unreasonable noise or disturbances, engaged in disorderly conduct, or committed violations of the McFarland Municipal Code or any state law, the owner or local agent shall promptly respond and take timely corrective action to prevent a recurrence of such conduct by those occupants or guests. Failure of the owner or local agent to respond promptly or to take timely corrective action regarding the condition, operation, or conduct of occupants of the tourist rooming house shall be a violation of this chapter. An owner or local agent is not required or authorized to act as a peace officer or to intervene in situations that pose a risk to personal safety. The owner, or local agent, shall maintain records of the name, violation, date, and time of each complaint, disturbance, response and corrective action.

(8) The owner and local agent shall keep written records documenting compliance with all elements of the performance standards and the approved nuisance response plan.

(9) At all times the use and occupancy of a tourist rooming house shall comply with the McFarland Zoning Code.

(10) At all times the owner of the tourist rooming house shall maintain the dwelling unit as required under the McFarland Building Code, Article 8-XIII, Minimum Maintenance Requirements for Real Property.

(11) Restrictions on rentals of fewer than seven (7) days. No tourist rooming house may be rented for periods of time fewer than seven (7) consecutive days unless the tourist rooming house is owned and operated by a Village Resident or a Village Business.

(12) A Tourist Rooming House permit is required to be obtained no later than the tenth day of advertising or operating a tourist rooming house. All advertisements of the tourist rooming house, including advertisements on the website of a lodging marketplace, must contain a valid tourist rooming house permit number, clearly state the minimum duration of stays allowed, and state the limit for renter parking spaces. Lodging marketplace calendars must block renters from making reservations that are not complaint with minimum duration of stay requirements.

11-362 Taxes And Fees

The owner or operator of a tourist rooming house shall pay room tax in accordance with Chapter 23, Article II, Division 6 of the McFarland Municipal Code. Fees under this Article shall be as established by the Village Board from time to time and set forth in Appendix A of this Code. Failure of the owner or operator to pay a required room tax, or failure by the owner or operator to timely file an accurate return required under Chapter 23, shall be grounds for summary suspension of a tourist rooming house permit. In the event the Village Clerk determines that an owner or operator of a tourist rooming house is in violation of this section or Chapter 23, Article II, Division 6, then an order for immediate suspension of the tourist rooming house permit shall be issued which shall be effective until such violation is corrected. Such order shall be served upon the owner

or local agent in writing and shall include notice of the right to appeal such determination pursuant to Chapter 2, Article XI of the McFarland Municipal Code.

11-363 Enforcement And Penalties

The following penalties shall be assessed for violations of this Article:

(a) A violation of Section 11-353 shall be punishable by a forfeiture of not less than $500.00, nor more than $1,000.00 for each violation committed hereunder.
(b) Any other violation of any provision of this Article shall be punishable by a forfeiture of not less than $100.00, nor more than $500.00 for each violation committed hereunder.
(c) In addition to any other penalty, any violation of this Article or any other applicable statute, regulation or ordinance may result in the suspension or revocation of the permit in accordance with Section 11-364 or any other procedure authorized by law.
(d) Penalties set forth in this section shall be in addition to all other remedies of injunction, abatement or costs whether existing under this Chapter or otherwise.
~~(d)~~(e) Any person operating a tourist rooming house is personally liable for violations of the Village noise restrictions, section 20-58 of this Code, committed by their renters, guests or other persons at the tourist rooming house, and may be issued a citation for violations of the same. The penalties of paragraph (b) above shall apply.

11-364 Suspension And Revocation

(a) A permit issued under this Article may be suspended or revoked for the reasons set forth herein. For purposes of this subsection, "habitual" means two occurrences of any violation or combination of violations within any 12-month period or three such occurrences within any five-year period. Violations include those committed by the owner, local agent, or any guest of the tourist rooming house.
    (1) Habitual violations of Sections 11-359 or 11-361(c).
    (2) Habitual violations of Sections 20-58, 20-59, 20-77, 20-79 or 20-80 of the McFarland Municipal Code.
    (3) Habitual occurrences of any conduct on the premises that could be prosecuted under Wis. Stats. chs. 940 to 967 or local ordinance substantially similar thereto.
    (4) Habitual violations of Sections 38-94, 38-98 or 38-128 of the McFarland Municipal Code.
    (5) Habitual violations of any other local ordinance arising out of or connected to the operation of the tourist rooming house and that would tend to impair the peaceful use and enjoyment of other property in the neighborhood.
    (6) Notwithstanding any other provision of this Section, the occurrence of any violation of local ordinance or state statute that causes or creates an imminent threat of death or substantial bodily harm to any person.

(b) A permit issued under this Article shall be suspended or revoked for any violation of this Article that establishes a fundamental conditions or prerequisite to the lawful operation of the tourist rooming house or the violation of any state or local statute, ordinance or regulation that relates to the health or safety of the occupants of a tourist rooming house.

(c) *Procedure.*

(1) *Summary suspension.* In the event the Building Inspector or Fire Inspector determines the tourist rooming house is in violation of any building or fire code that presents a substantial and imminent risk to the health or safety of occupants of the tourist rooming house an order for immediate suspension of the tourist rooming house permit shall be issued which shall be effective until such violation is corrected. Such order shall be served upon the owner or local agent in writing and shall include notice of the right to appeal such determination pursuant to Chapter 2, Article XI of the McFarland Municipal Code.

(2) *Suspension or revocation after notice and hearing.*

a. The Building Inspector, Chief of Police, or Village Administrator may, upon determining that grounds exist for suspension or revocation of a permit under this chapter, may commence proceedings therefor by serving a complaint upon the owner or local agent setting forth the grounds for such proceedings. Service of the complaint shall be obtained in the manner for service of civil complaints pursuant to Wis. Stats. § 801.11. The complaint shall be accompanied by notice stating that the owner shall, within 20 days of the date of service, file with the Village Clerk, an answer to the complaint admitting or denying the allegations in the complaint and if any allegations are denied, an explanation of the basis for denial.

b. Upon receipt of the answer, the Village Clerk shall provide notice to the owner of the date and time of a hearing before the Public Safety Committee at which evidence will be heard on all contested issues of fact and, if grounds for suspension or revocation are admitted or found, whether the Public Safety Committee will recommend to the Village Board whether the permit shall be suspended or revoked. The hearing shall be conducted in accordance with Section 2-996 of the McFarland Municipal Code. The Public Safety Committee shall make written findings of fact and conclusions of law supporting its recommendation which shall be based upon the documents and evidence presented at the hearing.

c. The Public Safety Committee in making its recommendation and the Village Board, in determining whether the permit shall be suspended or revoked, shall consider the purposes of this Article which shall include specific consideration of the following factors:

1. The seriousness of the offense or offenses.
2. The owner's actions and diligence in responding to violations.

3. The owner and local agent's cooperativeness with Village officers, agents and employees.
4. The history of the tourist rooming house operation.

d. If the Village Board determines the permit should be suspended, such suspension shall be for no less than 30 days, nor greater than 120 days.
e. The permit may be revoked if the Village Board determines that the owner has demonstrated an inability or unwillingness to ensure compliance with all applicable rules and regulations or the alleged violations are of such a serious nature that revocation is necessary to protect the public health or safety.
f. The Village Board's determination shall be considered a final determination under Section 2-997 and judicial review may be had pursuant to Section 2-998 of the McFarland Municipal Code.

(3) *Costs.* If the Village Board determines that the permit shall be suspended or revoked, the costs incurred by the Village in conducting the hearing shall be paid by the owner. An invoice for such costs shall be mailed to the owner at the address on the most current tax roll or as otherwise specified by the owner and if not paid, shall be placed on the tax roll as a special charge against the property upon which the tourist rooming house is operated pursuant to Wis. Stats. § 66.0627.

(d) This Subsection is not the exclusive procedure by which action may be taken that directly or effectively constitutes a suspension or revocation of a permit under this Article. The Village may pursue any other actions affecting the tourist rooming house authorized by law in addition to or in lieu of the remedies set forth herein.

11-365 Severability

If any provision of this Article is deemed invalid or unconstitutional by any court of competent jurisdiction, such decision shall not affect the validity of other provisions of this Article which can be given effect without the invalid provision.

11-366. Reporting Requirements.

All tourist rooming house permittees shall submit a quarterly report to the Village Clerk containing the following information:

1. The rental history for the reporting period showing the specific dates and number of days rented by each renter.
2. The amount charged with each rental and the room tax paid for the same during the reporting period.
3. The record of each rental transaction during the reporting period prepared by the third party platform, such as VRBO or Airbnb.

The reporting periods and due dates will be set by the Village Clerk.

Public Notice Feedback - Administration

02/21/2026 12:12 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.

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 origincal 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 - Administration

02/14/2026 5:21 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)	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 I suport changes to the current ordinance 1. Requiring a 7-day minimum stay for all THR permits. 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 - Administration

02/13/2026 10:18 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)	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.

Cassandra Suettinger

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 - Administration

02/24/2026 3:15 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)	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 concreate 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/altered, 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 boarders 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

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)	Simon
First Name (Optional)	David
Address (Optional)	5826 Lake Edge Road 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

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.

B. Lakefront-Specific Violations

1. Occupancy & Gathering Violations

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

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2. Dock, Pier & Shoreline Use Violations

Violation	Fine	License Action
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)

Violation	Fine	License Action
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)

Violation	Fine	License Action
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

Violation	Fine	License Action
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

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.

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

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

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

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 - 1st violation warning, 2nd violation fine & potential license suspension and revocation depending on violation severity, 3rd 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
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 - Administration

03/02/2026 8:14 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)	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	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 neigjborhood. Thank you. Lars

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)	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

Dear Members of the Village Board and Plan Commission,

I am writing in advance of this evening's public hearing regarding the proposed changes to the Tourist Rooming House ordinance.

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.

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.

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.

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

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

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

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

Comment(s)/Feedback about the project/initiative

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.

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.

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.

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 - Administration

03/02/2026 2:39 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)	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.

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] 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

To whom it may concern,

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.

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.

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.

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.

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.

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

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

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

[redacted] 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~~ TRH ordinance due to the growth in tourist rentals.

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
[redacted]

Sent from Yahoo Mail for iPhone

Public Notice Feedback - Administration

03/30/2026 7:15 AM (CDT)

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

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

[redacted], McFarland, WI 53558

Public Notice Feedback - Administration

03/03/2026 5:22 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)	Gunderson
First Name (Optional)	Monica
Address (Optional)	[redacted], McFarland, WI 53558 [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

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.

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.

In many ways, visitors having access today is not a departure from our roots and actually a return to them.

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.

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.

To me, preservation doesn't mean exclusion. It means stewardship. It means

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	[redacted]

To the Public Safety Committee and larger Village Board,

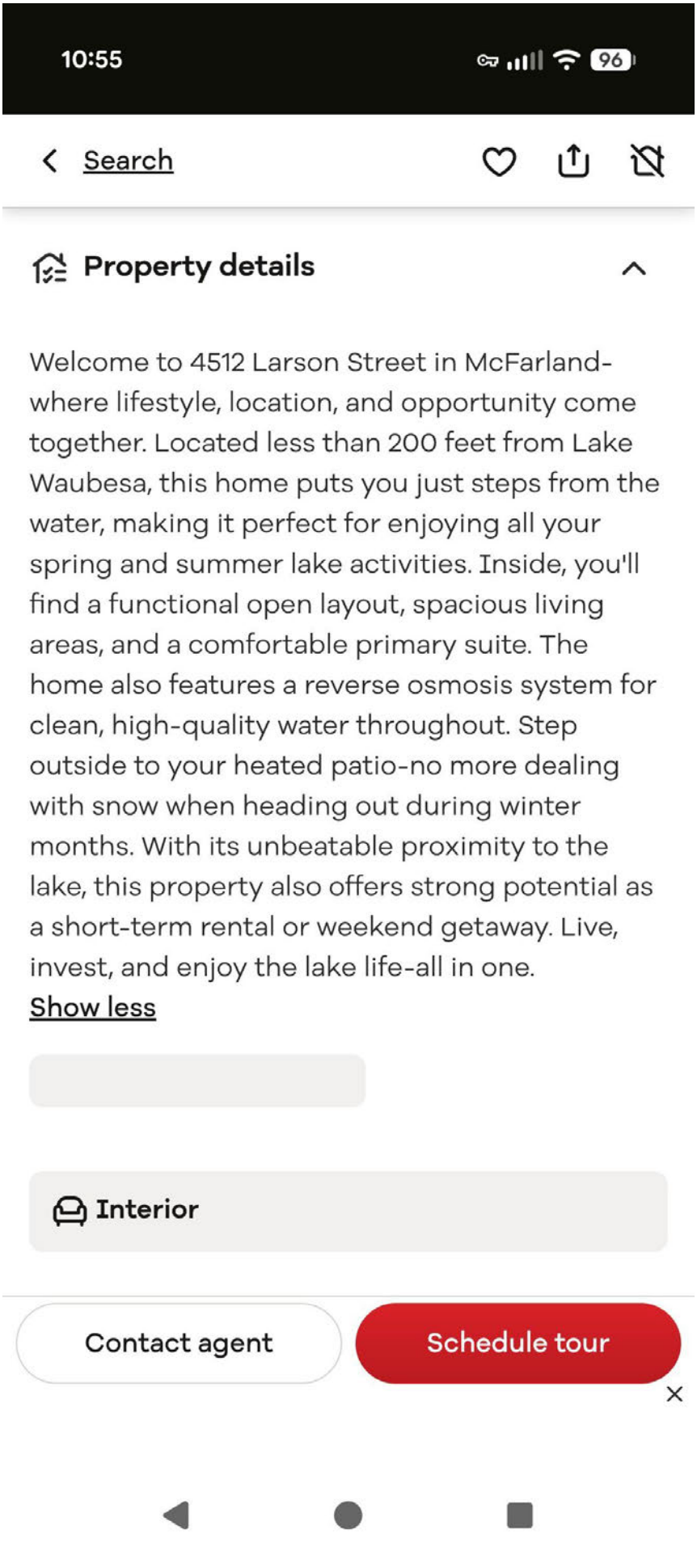
I am writing to follow up on the public hearing held on March 2 regarding tourist rooming houses in McFarland. After listening to the discussion that evening, I left concerned that the long-term impacts on our residential neighborhoods may not be receiving the careful consideration they deserve. My concern 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.


10:55
96
Search
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
[redacted]
McFarland, WI 53558

From: Kevin Lodholz
To: Village Clerk
Subject: Short-term Rental Limits
Date: Sunday, March 29, 2026 2:54:01 PM

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
[redacted]

From: Miller Family
To: Village Clerk
Subject: Trh proposal
Date: Thursday, April 2, 2026 9:07:09 AM

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

[redacted]

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

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] 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]
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] 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

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
[redacted]

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
[redacted]

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)
--

From: Steven Alf
To: Village Clerk
Subject: I support the proposed TRH ordinance updateds
Date: Wednesday, April 1, 2026 5:01:25 PM

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

Sincerely
Steven Alf
[redacted]
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 for180 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

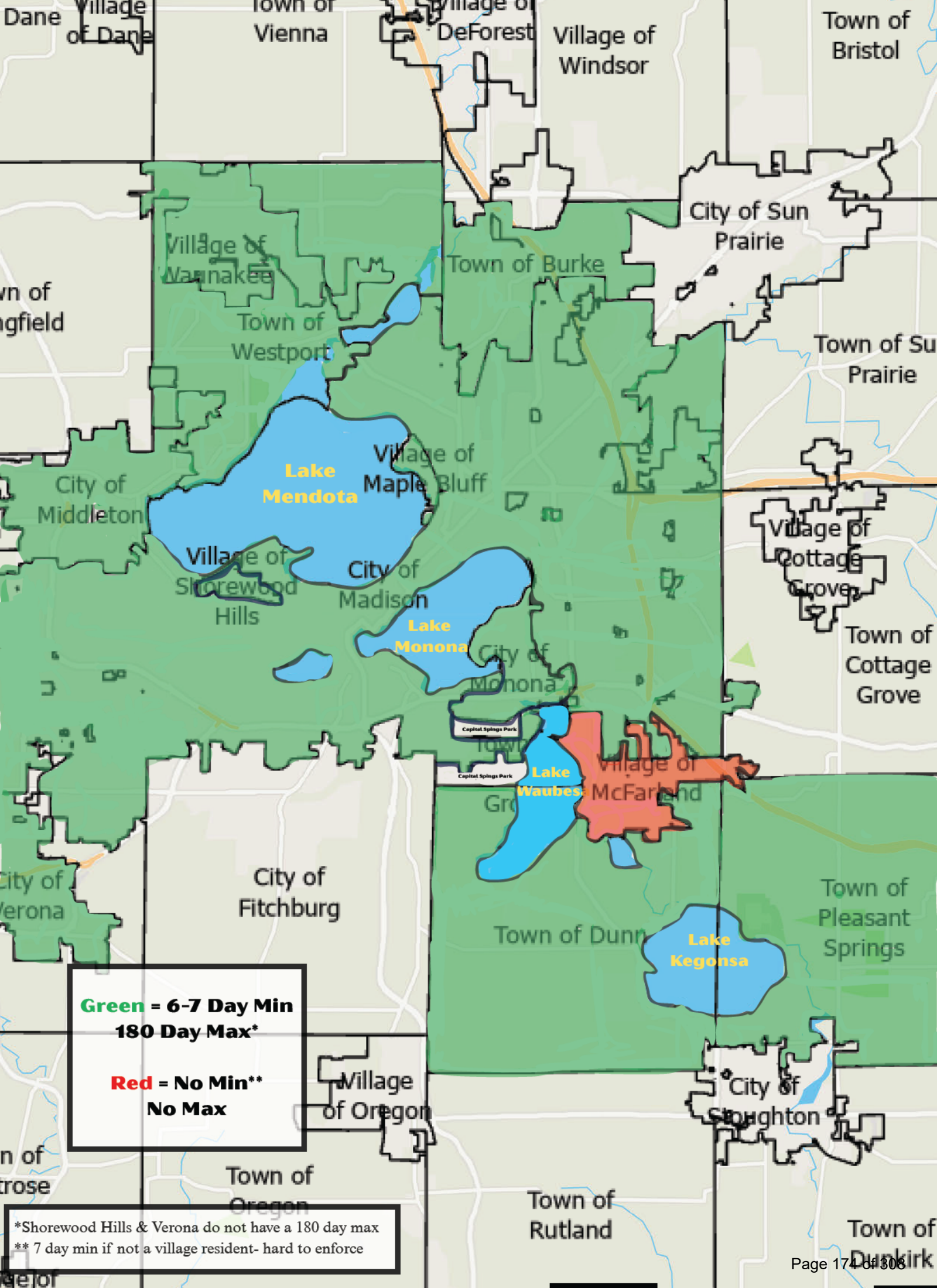
City of Stoughton
Zoning Restrictions

Sun Prairie
No Extra Ordnance

Oregon
No Extra Ordinance.

Deforest
No Extra Ordinance

Town of Rutland
No Extra Ordinance


Dane
Village of Dane
Town of Vienna
Village of DeForest
Village of Windsor
Town of Bristol
City of Sun Prairie
Village of Waunakee
Town of Burke
Town of Westport
Town of Su Prairie
Lake Mendota
Village of Maple Bluff
City of Middleton
Village of Shorewood Hills
City of Madison
Lake Monona
City of Monona
Village of Cottage Grove
Town of Cottage Grove
Capital Springs Park
Lake Waubesa
Village of McFarland
City of Fitchburg
Town of Dunn
Lake Kegonsa
Town of Pleasant Springs
Village of Oregon
City of Stoughton
Town of Oregon
Town of Rutland
Town of Dunkirk
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

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

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
[redacted]
McFarland, WI 53558

From: [redacted]
To: Cassandra Suettinger
Subject: TRH
Date: Tuesday, March 3, 2026 8:31:02 AM

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

Hello,

I wanted to send a follow-up email to the Mar 2nd 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 2nd 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
[redacted]
[redacted]

From: Lynn Erickson
To: Village Clerk
Subject: Tourist Rooming House Ordinance
Date: Sunday, March 29, 2026 3:44:09 PM

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
[redacted]

From: James Emily Davenport
To: Village Clerk; Tanya O"Malley
Subject: STRs
Date: Wednesday, April 8, 2026 9:28:05 PM

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
[redacted]
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

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

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
[redacted]

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

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

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
[redacted]
McFarland WI 53558

From: C Heinzerling
To: Village Clerk
Subject: Support for TRH Ordinance Revisions
Date: Tuesday, April 7, 2026 7:05:53 AM

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

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 though the public school system and plan to remain here through our retirement.

Sincerely, Jenny and Todd Hiltbrand

[redacted]

From: Dave Hippler
To: Village Clerk
Subject: TRH ordinance
Date: Wednesday, April 8, 2026 11:16:11 AM

Please pass the proposed TRH ordinance updates. Thank you

[redacted]

From: Margaret Howell
To: Village Clerk
Subject: Tourism housing ordinance
Date: Monday, April 6, 2026 12:18:28 PM

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

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

[redacted]
McFarland, WI 53558

From: Tlk
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

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

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

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

PEDESTRIAN
ACCESS ONLY

Sent from Yahoo Mail for iPhone

From: Karen Nartowicz
To: Village Clerk
Subject: TRH
Date: Wednesday, April 8, 2026 8:14:39 PM

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

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
[redacted]

Sent from my iPad

From: nancy poole
To: Village Clerk
Subject: Proposed TRH Ordinance
Date: Thursday, April 9, 2026 9:40:28 AM

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

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

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
[redacted]
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

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

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

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

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

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

Hi,

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

Thank you,
Bridget Burns
[redacted]
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 theses 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 documented

  This 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.

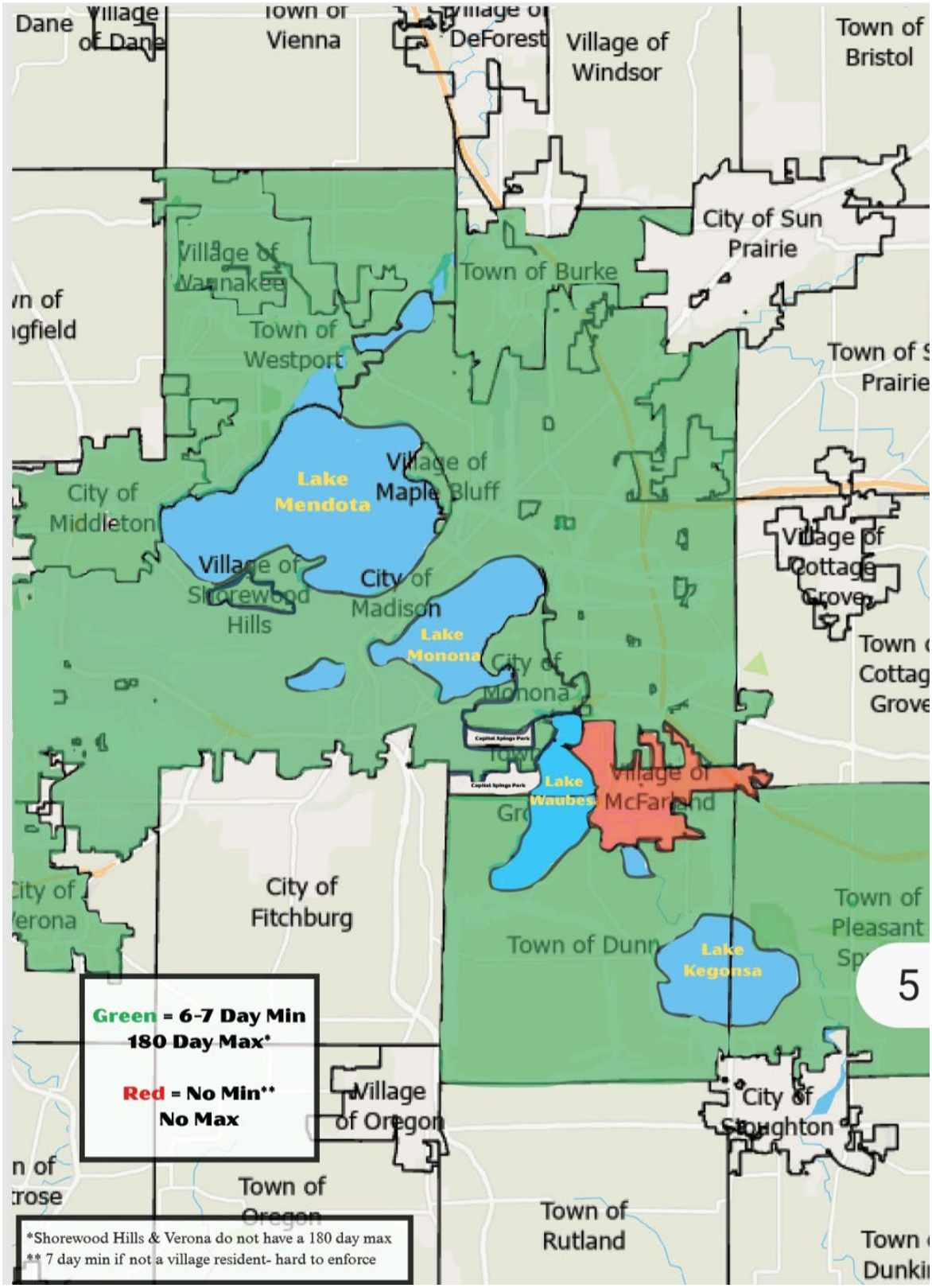
Kathy Carl
[redacted]

From:	Lisa Dillman
To:	Village Clerk
Subject:	Comments for the Village Board Concerning the Rules for TRH
Date:	Thursday, April 23, 2026 1:59:18 PM

Hello,

I am writing (again) to plead for you to put in place rules for Temporary Rooming Houses in the village to follow strict 7 – 29 day stays and a maximum of 180 days of rental.

Here is a map of McFarland and its surrounding communities. Those in green have either a 6 or 7 day minimum. The lone outlier, McFarland, is in red. This graphic alone should show you that McFarland is the only community that has not taken the time and consideration to tighten up its TRH rules in order to preserve its residential neighborhoods, its waterfront, and to keep its citizens safe.



At this time, we are an island of lenient rules compared to all of our surrounding communities. We have had more than 60 residents attend meetings/send in comments in favor of tighter rules. On the

other hand, there are maybe 10 TRH non-occupied owners making money on the very neighborhoods that we as residents have cherished and nurtured.

AI response regarding short term rentals in high density lakefront 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 would add that we have already experienced all of these negative aspects and more. Two different renters had their dogs get loose such that they were able to run all the way around the front of our house and into our backyard. Other renters have been extremely loud. Yet another felt they could use our garbage cans as they were packing up. In the past month, I have texted the owner of the Airbnb for:

1. A contractor who was cleaning the yard at the Airbnb blew leaves onto our driveway and just left them there (recorded on our security cameras we felt were necessary to monitor the rental)
2. I looked at the Airbnb listing online and noted that the owner had removed all of the language establishing that the property was located in a quiet neighborhood and he had also removed the restriction on parties. Was this in retaliation for our opposition to the Airbnbs? I don't know. He did put the language back in after I contacted him but I find it very concerning that it was removed.

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.

I don't quite know what else we as residents can do to convince you to act. The village is at a tipping point, especially for its lakeside neighborhoods where 10% of the properties are already Airbnbs. I realize there are concerns for the TRH owners but this situation should not even be happening. The intransigence of the village to not adopt stricter rules after the state of Wisconsin changed the laws has now put the village in the position where you cannot make everyone happy. What you can do is recognize that you have a choice -- you can amend the rules and adopt the 7 day minimum and the

180 day maximum to begin on 7/1/2026 and preserve the residential neighborhoods, or you can keep McFarland as the only community in the surrounding area that applies no restrictions and you can watch the neighborhoods, and especially the lakefront neighborhoods, change forever from quiet, close-knit areas to clustered short-term rentals with the additional traffic, noise, and security issues.

Thank you for your consideration,

Lisa (and Doug) Dillman
McFarland residents

From: Amanda Kolterman
To: Village Clerk
Subject: TRH ordinance
Date: Tuesday, April 21, 2026 12:33:18 PM

I am writing to express my strong support of the proposed ordinance of a 7-day minimum and 180-day maximum on short-term rental properties in McFarland. Our village is our home. It is not a tourist town, and most of us have zero desire for it to become one. Let's not allow McFarland to become another Eagle River, where every home on waterfront is a rental property owned by someone who doesn't even live in (or anywhere near) the village. Let's at minimum place some restrictions in alignment with the areas all around us, and implement the ordinance requiring 7-day minimum stays and renting the properties no more than 180 days of the year.

Sincerely,
Amanda Kolterman

From: Angie TeBeest
To: Village Clerk
Subject: Short term rental permits
Date: Tuesday, April 21, 2026 5:11:50 PM

Hi Cassandra,

I support the proposed TRH ordinance from Trustee Leamy of a 7-day minimum and 180-day maximum.

Sincerely,
Angie TeBeest

Proposal for Evidence-Based Review of Tourist Rooming House (TRH) Ordinance Changes

04/22/2026

Dear Village of McFarland Board,

This statement is submitted by McFarland TRH owners following a TRH owners gathering on April 2nd and attendance at the McFarland's Public Safety Committee meetings on March 9th and April 6th.

We recognize that the proposed ordinance changes for Tourist Rooming House (TRH) Ordinance—specifically the 7-day minimum stay and 180-day annual maximum—have elicited significant emotional responses from both proponents and opponents. We respect that all involved parties are acting to safeguard important personal interests.

Path to Community Coexistence
The optimal resolution is not simply the defeat of the proposal at the Public Safety Meeting, but establishing a framework for collaboration and coexistence between TRH owners and the community. Our priority is maintaining the safety and integrity of our neighborhoods while ensuring our businesses are not unjustly marginalized.

Recommendation for Deferred Action or Grandfathering existing TRH owners
Based on the information presented across both Public Safety meetings, we assert that the Village of McFarland currently lacks the data-driven evidence necessary to conclude that the proposed 7-day minimum and 180-day maximum changes will effectively mitigate any perceived safety issues or community concerns. We therefore recommend the following course of action:

1. Implementation of the Public Safety Board's proposed TRH monitoring software.
2. Monitoring of existing complaints and property activities.
3. A moratorium of one year to gather comprehensive, fact-based information and data before proceeding with any proposed ordinance changes.
4. In the absence of a one year moratorium, we would respectfully request the village "grandfather" all existing TRH owners under the current TRH Ordinances before making unsubstantiated ordinance changes.

Factual Basis for Delaying Ordinance Changes or Grandfathering existing TRH owners
The decision to delay ordinance changes or "grandfather" existing TRH owners is supported by the following facts:

- **Insufficient Data for Change:** Only one formal and one informal complaint have been recorded over the last three years, which does not constitute sufficient evidence to warrant significant regulatory changes.

- **Safety Record:** The assertion of a safety issue is contradicted by the experience of several TRH owners who reside adjacent to non-owned TRHs and have not experienced any safety concerns for their families or properties.

- **Guest Demographics:** Our guests are not sources of disruption; they consist of families on vacation, individuals attending local funerals, cancer patients receiving treatment at UW Hospital, and families visiting for UW graduation celebrations.

- **Industry Standard Lodging used by all:** TRH services are analogous to commonly accepted lodging types such as VRBO, AirBnB, and vacation condos globally. Almost everyone in the community has used one of these lodging services in someone else's neighborhood at some point.

- **Owner Accountability and Accessibility:** TRH owners assume personal responsibility for property oversight and guest actions. We provide our personal mobile phone numbers to all surrounding neighbors, ensuring 24/7 availability for the immediate resolution of any issues.

- **High Maintenance Standards:** Our properties are subject to a higher standard of upkeep due to the dependency on positive guest ratings for business success. (Guest rating and review documentation is available in the attached document).

- **Existing Regulatory Compliance:** McFarland TRH owners are already subject to an exhaustive regulatory framework, including nuisance mitigation plans, parking plans, and mandatory yearly inspections by both the Village of McFarland and Dane County.

- **Explicit Rule Enforcement:** TRH owners proactively outline and post anti-party and quiet time rules on our website listings, via signage throughout the home and at the exits to external living areas. (Examples are available in the attached document).

- **Proactive Guest Vetting:** Our commitment to community peace is further demonstrated by our practice of performing identity verification on guests, denying stays to non-compliant parties, and imposing immediate eviction protocols for rule violations.

- **Provision of Service:** Contrary to statements made by one Village Trustee that TRH's provide no "goods or services", TRHs demonstrably provide a necessary hospitality lodging service to visitors of McFarland and the surrounding communities.

- **No proven Negative Economic Impact:** The claim by one Village Trustee that TRH owners are "big business speculators" inflating home prices and taxes is

unsubstantiated. TRHs represent only 0.003% of the total housing units in the Village; this volume is statistically insufficient to influence home prices or tax rates, which are driven by basic economic supply and demand. Our activities have also been focused on improving existing properties without environmental or community landscape changes.

- **Local Employment Contribution:** The claim by one Village Trustee that the TRH's do not employ people is simply NOT true. TRH operations contribute to local employment by utilizing teams for cleaning, landscaping, snow removal, and various maintenance services, employing up to 10 individuals at any one time to ensure property and guest safety.

- **180-Day Limit Risks:** Imposing a 180-day maximum will compel owners to maximize occupancy within the limited window, potentially concentrating guest volume and increasing the probability of safety issues, thereby proving counterproductive.

- **7-Day Minimum Ineffectiveness:** Extending the minimum stay to seven days will not inherently alter the conduct of disrespectful guests; effective management depends solely on the TRH owner's screening and enforcement protocols.

- **Regulatory Loophole:** The 180-day limit is easily circumvented, as owners retain the ability to offer long-term stays of 30 days or more for the remaining 185 days of the year, a use that falls outside the Village of McFarland's TRH oversight or approval.

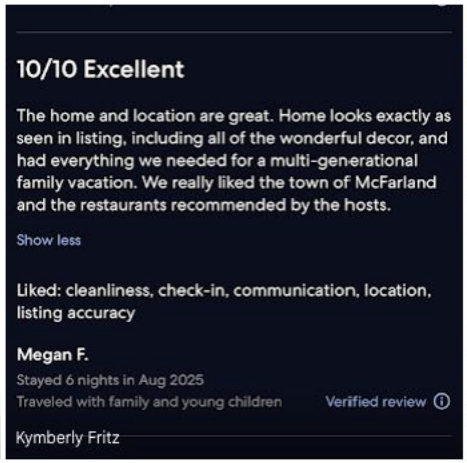
- **Impact of Proposed Changes:** It is our assessment that the proposed 7-day minimum/180-day maximum changes are not designed to improve safety or address community concerns, but rather to create untenable conditions intended to force TRH businesses out of the community.

- **Investment and Legal Rights:** McFarland TRH owners have made substantial financial investments to improve our homes, adhere to building codes, and address safety concerns. We are prepared to assert our rights under Wisconsin's Right to Rent Laws.

Summary
We urge the Village of McFarland Board to prioritize the establishment of evidence-based policy over decisions driven by speculation, fear, uncertainty, and doubt. We respectfully request that the Board monitor the current situation for one year using the proposed data-gathering methods and re-evaluate the need for any ordinance changes based on concrete data at that time. In the event the Village Board feels compelled to make unsubstantiated changes to the current ordinances sooner, we respectfully request that all current TRH operators be "grandfathered" under the current TRH ordinances.

Respectfully,
Randy VanderHeiden & Zach Kraus

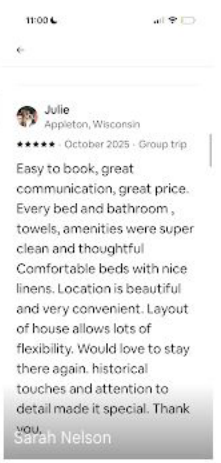

Alan
Madison, Wisconsin
★★★★★ · June 2024 · Stayed with a pet
One of my favorite airbnbs I've stayed at amongst a long list that I've stayed at. And interestingly, this was sort of a staycation of sorts, as I'm from the area—making the bar set even higher. Kym was incredibly responsive, helpful, and accommodating. Top notch host. Moreover, the space was perfect and exactly as described. Family friendly, lovely dock, and kayaks on the property. Super cozy and brings back the idyllic Wisconsin summer days I grew up with.
Kymberly Fritz


10/10 Excellent
The home and location are great. Home looks exactly as seen in listing, including all of the wonderful decor, and had everything we needed for a multi-generational family vacation. We really liked the town of McFarland and the restaurants recommended by the hosts.
Show less
Liked: cleanliness, check-in, communication, location, listing accuracy
Megan F.
Stayed 6 nights in Aug 2025
Traveled with family and young children
Verified review
Kymberly Fritz


MIKE + HELEN 4-EVER
Kymberly Fritz


The Historic Johnson House
Entire home in McFarland, Wisconsin
8 guests · 4 bedrooms · 5 beds · 2.5 baths
Guest favorite
4.93
14
Reviews
Hosted by Stacy
1 year hosting
Check availability
Sarah Nelson

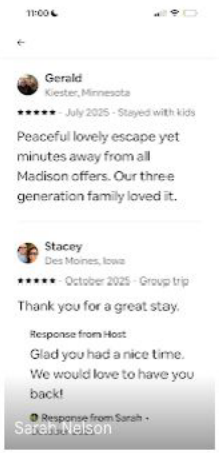

Ann
Niles, Illinois
★★★★★ · November 2025 · Stayed a few nights
Perfect spot for our Thanksgiving weekend. The house had everything we needed, from a great walk-in shower for the gang and a wonderful soaking tub for me to a huge comfortable sectional and big screen TV to watch the games. Wifi service was strong, the backyard was fenced in for our dog, beds were comfy - everything was just great. It was a wonderful holiday weekend!
Sarah Nelson

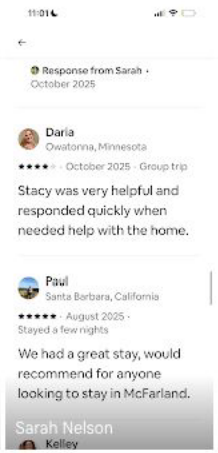

Julie
Appleton, Wisconsin
★★★★★ · October 2025 · Group trip
Easy to book, great communication, great price. Every bed and bathroom , towels, amenities were super clean and thoughtful Comfortable beds with nice linens. Location is beautiful and very convenient. Layout of house allows lots of flexibility. Would love to stay there again. historical touches and attention to detail made it special. Thank you.
Sarah Nelson

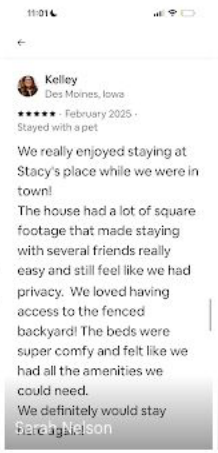

Barbara
Kansas City, Kansas
★★★★★ · June 2025 · Stayed with a pet
We really enjoyed our stay at the Johnson House. It was so charming to stay in an historical home that is so well preserved and yet updated. The whole ambiance was comfortable and inviting. We really liked the outdoor seating area, and the bathrooms and bedrooms were so convenient and comfortable. Thank you Stacy for making your beautiful home available!
Sarah Nelson


Bradley
1 year on Airbnb
★★★★★ · July 2025 · Stayed a few nights
The Historic Johnson House was the perfect spot for a relaxing stay and a great way to experience some historic neighborhoods!
Location was fantastic (just a 15 minute drive to downtown Madison), the neighborhood was peaceful, and the house itself was remarkable!
Stacy was a great host and had everything we would need, and more!
Sarah Nelson

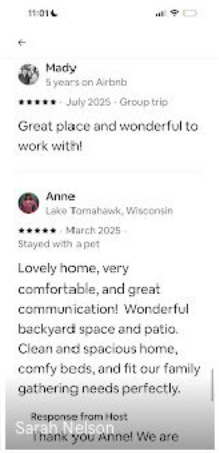

Doug
Glen Elder, Kansas
★★★★★ · April 2025 · Group trip
This was such a beautiful home. It was very clean and a real treat to feel and experience its history. If we ever need a place to stay in the Madison area, this will definitely be our place of choice.
Response from Host
Thank you Doug! We greatly appreciate your kind words and look forward to your next stay!
Response from Sarah · April 2025
Sarah Nelson

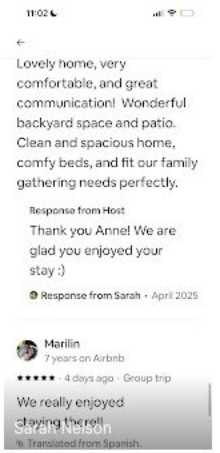

Gerald
Kiester, Minnesota
★★★★★ · July 2025 · Stayed with kids
Peaceful lovely escape yet minutes away from all Madison offers. Our three generation family loved it.
Stacy
Des Moines, Iowa
★★★★★ · October 2025 · Group trip
Thank you for a great stay.
Response from Host
Glad you had a nice time. We would love to have you back!
Response from Sarah ·
Sarah Nelson

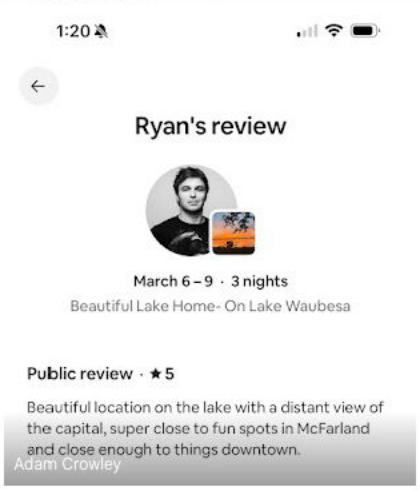

Response from Sarah · October 2025
Daria
Owatonna, Minnesota
★★★★★ · October 2025 · Group trip
Stacy was very helpful and responded quickly when needed help with the home.
Paul
Santa Barbara, California
★★★★★ · August 2025 · Stayed a few nights
We had a great stay, would recommend for anyone looking to stay in McFarland.
Sarah Nelson

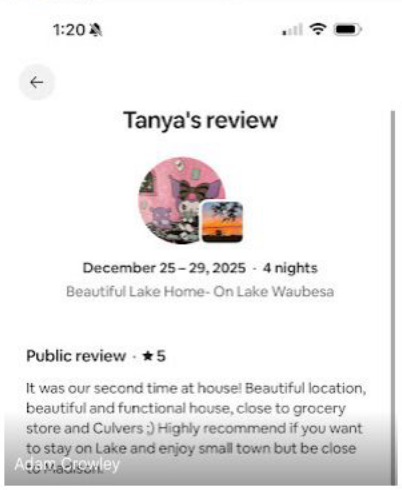

Kelley
Des Moines, Iowa
★★★★★ · February 2025 · Stayed with a pet
We really enjoyed staying at Stacy's place while we were in town!
The house had a lot of square footage that made staying with several friends really easy and still feel like we had privacy. We loved having access to the fenced backyard! The beds were super comfy and felt like we had all the amenities we could need.
We definitely would stay
Sarah Nelson

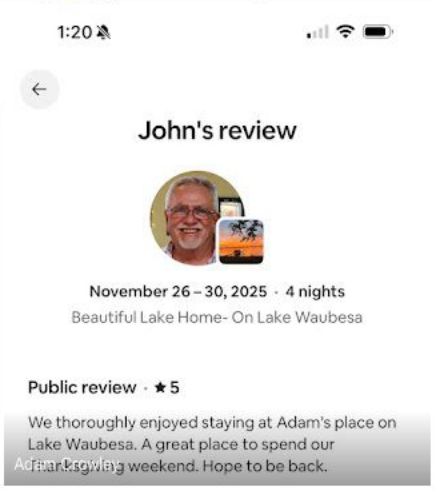

Melissa
Unity, Wisconsin
★★★★★ · January 2025 · Group trip
The stay was so fun. We had a girls weekend away and this house just fit the bill. It was so spacious and yes there were lovely sitting rooms for us to all hang out together. The house is so quaint and well furnished. Stacy was super welcoming and left touches that made it feel so personal. I would definitely recommend this listing! Thank you so much!
Response from Host
Thank you Melissa for your lovely review! We are happy
Sarah Nelson


Mady
5 years on Airbnb
★★★★★ · July 2025 · Group trip
Great place and wonderful to work with!
Anne
Lake Tomahawk, Wisconsin
★★★★★ · March 2025 · Stayed with a pet
Lovely home, very comfortable, and great communication! Wonderful backyard space and patio. Clean and spacious home, comfy beds, and fit our family gathering needs perfectly.
Response from Host
Thank you Anne! We are
Sarah Nelson

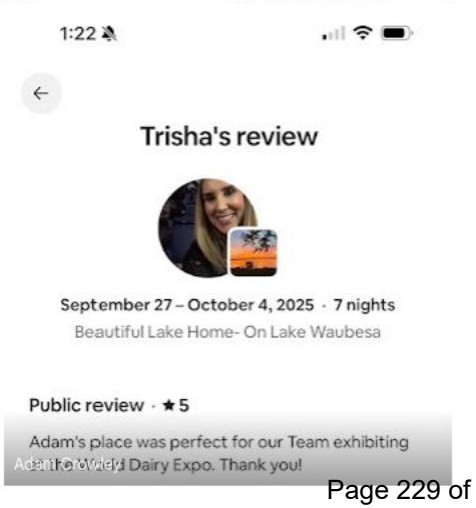

Lovely home, very comfortable, and great communication! Wonderful backyard space and patio. Clean and spacious home, comfy beds, and fit our family gathering needs perfectly.
Response from Host
Thank you Anne! We are glad you enjoyed your stay :)
Response from Sarah · April 2025
Marilin
7 years on Airbnb
★★★★★ · 4 days ago · Group trip
We really enjoyed staying the rel!
Sarah Nelson

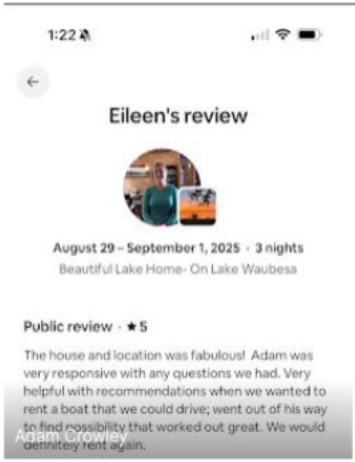

1:20
Ryan's review
March 6 – 9 · 3 nights
Beautiful Lake Home- On Lake Waubesa
Public review · ★5
Beautiful location on the lake with a distant view of the capital, super close to fun spots in McFarland and close enough to things downtown.
Adam Crowley

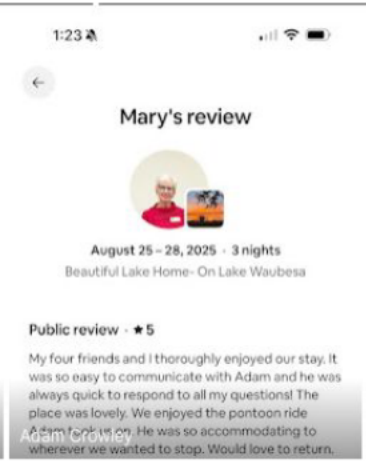

1:20
Tanya's review
December 25 – 29, 2025 · 4 nights
Beautiful Lake Home- On Lake Waubesa
Public review · ★5
It was our second time at house! Beautiful location, beautiful and functional house, close to grocery store and Culvers ;) Highly recommend if you want to stay on Lake and enjoy small town but be close to Madison!
Adam Crowley

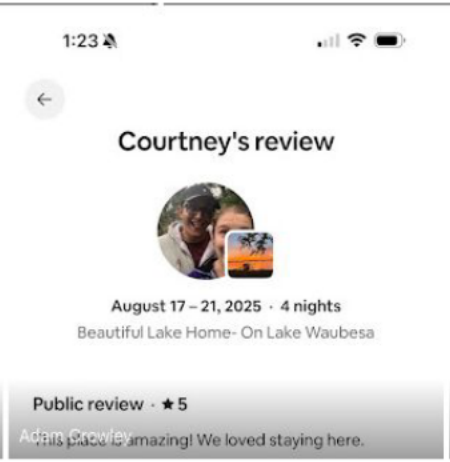

1:20
John's review
November 26 – 30, 2025 · 4 nights
Beautiful Lake Home- On Lake Waubesa
Public review · ★5
We thoroughly enjoyed staying at Adam's place on Lake Waubesa. A great place to spend our
Adam Crowley

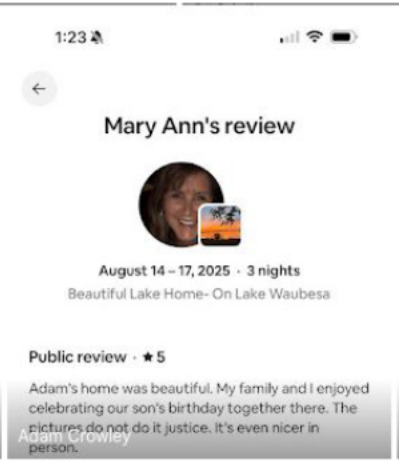

1:21
October 15 – 19, 2025 · 4 nights
Beautiful Lake Home- On Lake Waubesa
Public review · ★5
Adam and Jade's place in McFarland on the lake is just a dream. Eight adult friends stayed there while we were attending a gaming convention in Madison and it was the perfect retreat for the end of the day for all of us to gather and connect and just have a wonderful time.
The pictures don't do the place justice... It's huge and spotless and easy to live in while you are there and the views of the lake are just incredible!
I can't say enough good stuff about this house and we have already rebooked it for our get together next year!
There were a few small things where we had questions or where we needed help with the house and they were quick to respond and super helpful throughout our check-in and our stay!
Thanks for everything, Adam and Jade!
Adam Crowley

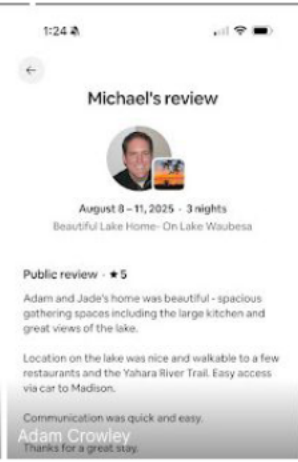

1:22
Trisha's review
September 27 – October 4, 2025 · 7 nights
Beautiful Lake Home- On Lake Waubesa
Public review · ★5
Adam's place was perfect for our Team exhibiting
Dairy Expo. Thank you!


Eileen's review
August 29 – September 1, 2025 · 3 nights
Beautiful Lake Home- On Lake Waubesa
Public review · ★5
The house and location was fabulous! Adam was very responsive with any questions we had. Very helpful with recommendations when we wanted to rent a boat that we could drive; went out of his way to find possibility that worked out great. We would definitely rent again.
Adam Crowley


Mary's review
August 25 – 28, 2025 · 3 nights
Beautiful Lake Home- On Lake Waubesa
Public review · ★5
My four friends and I thoroughly enjoyed our stay. It was so easy to communicate with Adam and he was always quick to respond to all my questions! The place was lovely. We enjoyed the pontoon ride
Adam took us on. He was so accommodating to wherever we wanted to stop. Would love to return.
Adam Crowley

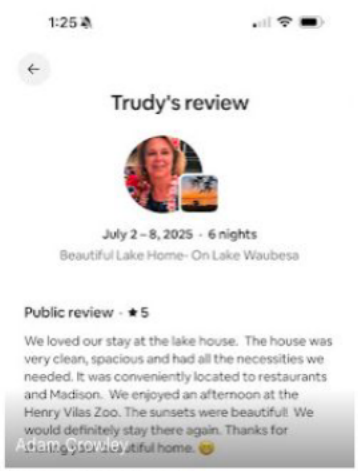

Courtney's review
August 17 – 21, 2025 · 4 nights
Beautiful Lake Home- On Lake Waubesa
Public review · ★5
This place is amazing! We loved staying here.
Adam Crowley

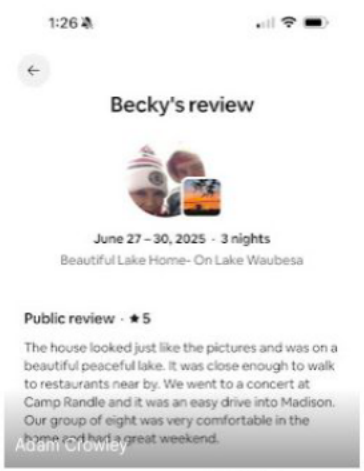

Mary Ann's review
August 14 – 17, 2025 · 3 nights
Beautiful Lake Home- On Lake Waubesa
Public review · ★5
Adam's home was beautiful. My family and I enjoyed celebrating our son's birthday together there. The pictures do not do it justice. It's even nicer in person.
Adam Crowley

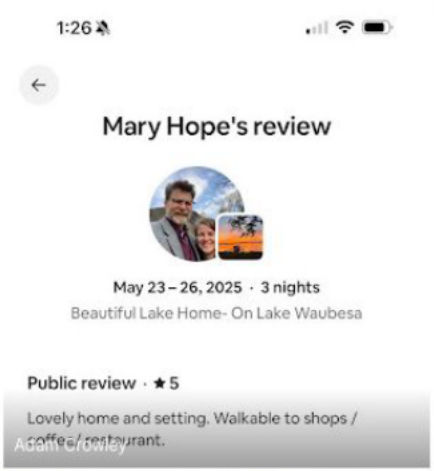

Michael's review
August 8 – 11, 2025 · 3 nights
Beautiful Lake Home- On Lake Waubesa
Public review · ★5
Adam and Jade's home was beautiful - spacious gathering spaces including the large kitchen and great views of the lake.
Location on the lake was nice and walkable to a few restaurants and the Yahara River Trail. Easy access via car to Madison.
Communication was quick and easy.
Thanks for a great stay.
Adam Crowley

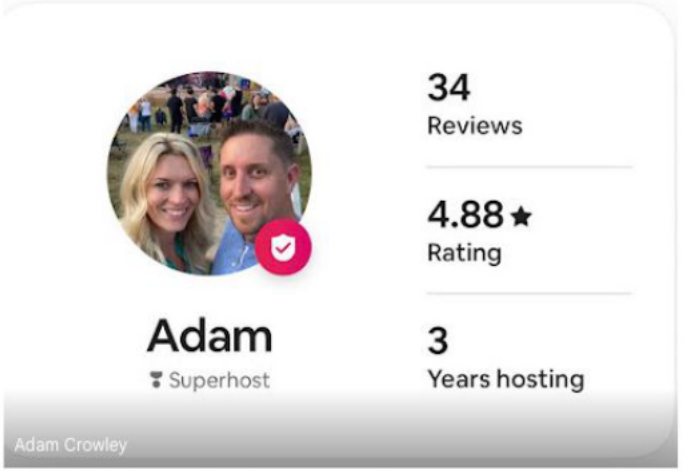

Lynn's review
Public review · ★5
Adam Crowley

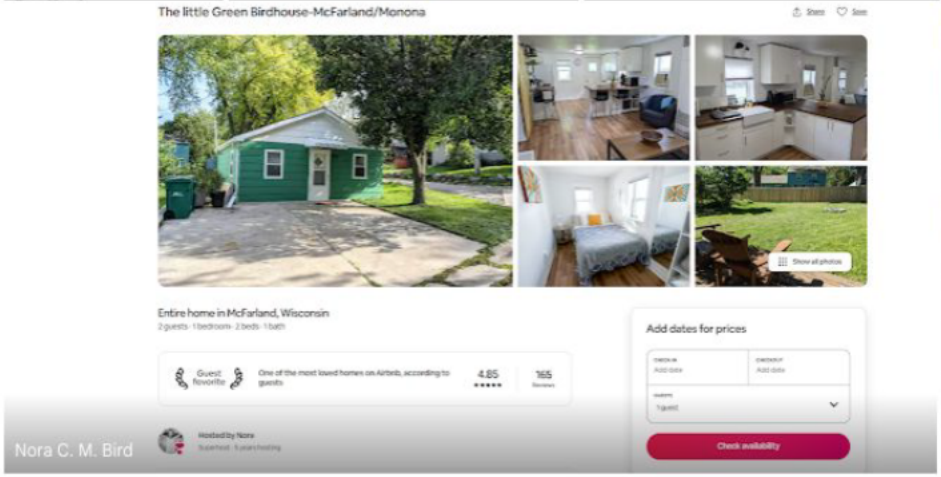

Lisa's review
Public review · ★5
Adam Crowley

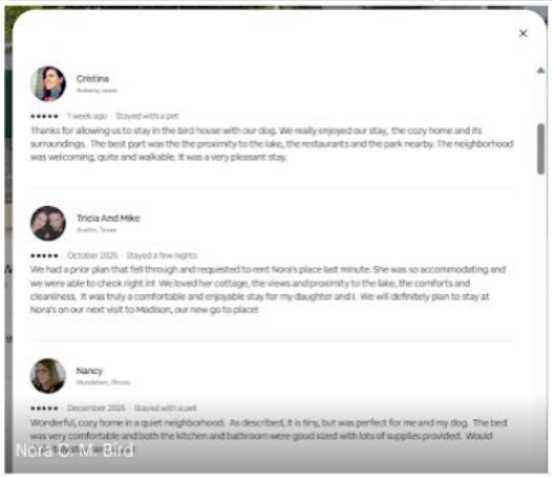

Trudy's review
July 2 – 8, 2025 · 6 nights
Beautiful Lake Home- On Lake Waubesa
Public review · ★5
We loved our stay at the lake house. The house was very clean, spacious and had all the necessities we needed. It was conveniently located to restaurants and Madison. We enjoyed an afternoon at the Henry Vilas Zoo. The sunsets were beautiful! We would definitely stay there again. Thanks for
Adam Crowley

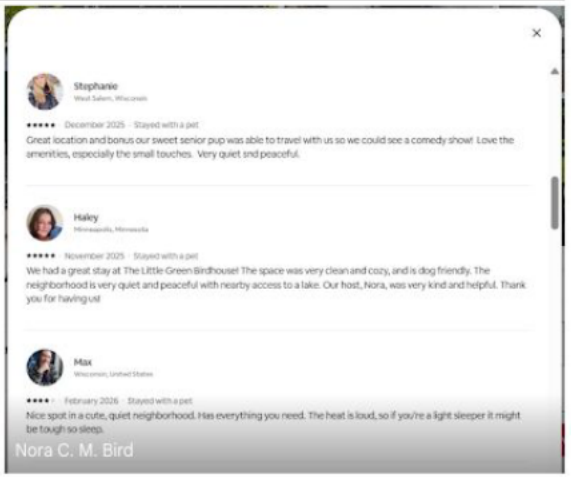

Becky's review
June 27 – 30, 2025 · 3 nights
Beautiful Lake Home- On Lake Waubesa
Public review · ★5
The house looked just like the pictures and was on a beautiful peaceful lake. It was close enough to walk to restaurants near by. We went to a concert at Camp Randle and it was an easy drive into Madison. Our group of eight was very comfortable in the
Adam Crowley

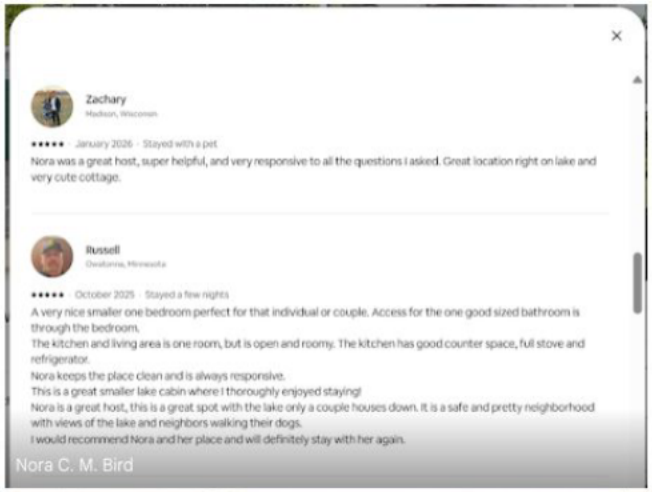

Mary Hope's review
May 23 – 26, 2025 · 3 nights
Beautiful Lake Home- On Lake Waubesa
Public review · ★5
Lovely home and setting. Walkable to shops / coffee / restaurant.
Adam Crowley

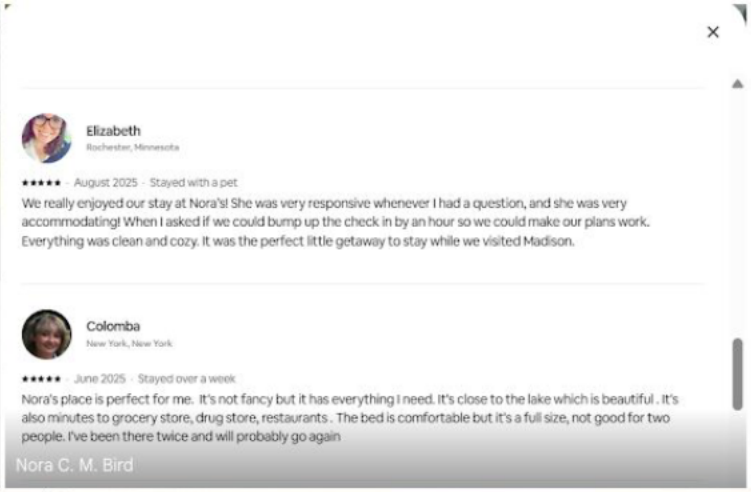

34
Reviews
4.88 ★
Rating
3
Years hosting
Adam
Superhost
Adam Crowley

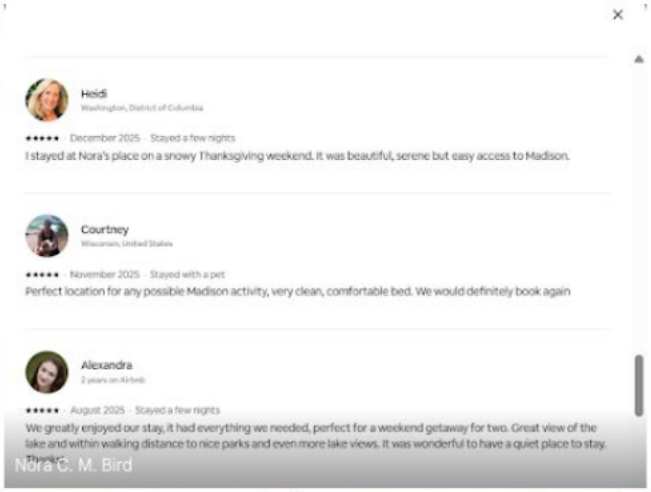

The little Green Birdhouse-McFarland/Monona
Entire home in McFarland, Wisconsin
Add dates for prices
Check availability
Nora C. M. Bird

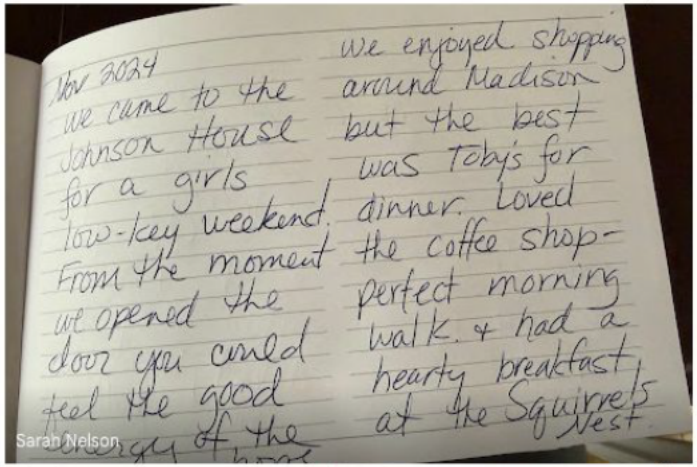

Cristina
Tricia And Mike
Nancy
Nora C. M. Bird

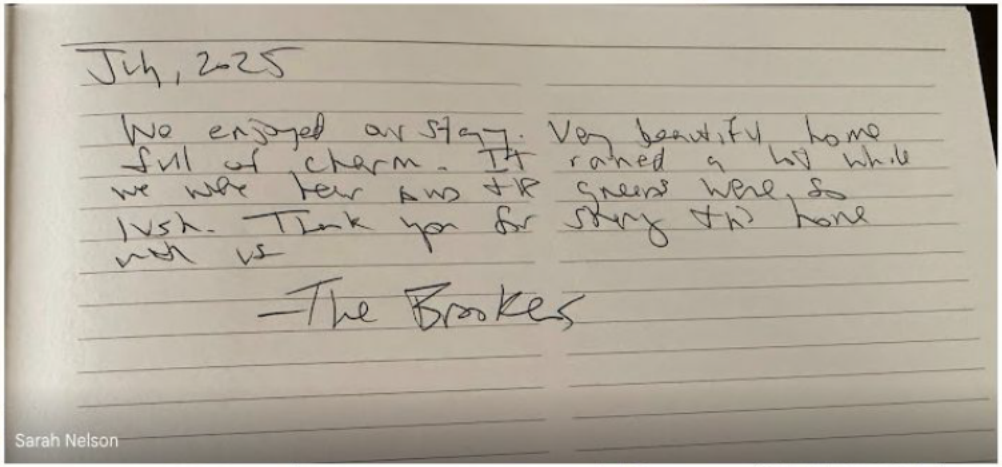

Stephanie
Haley
Max
Nora C. M. Bird

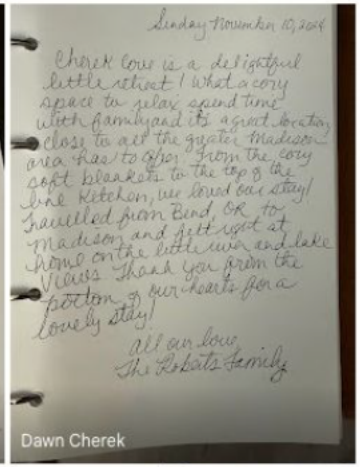

Zachary
Madison, Wisconsin
★★★★★ · January 2026 · Stayed with a pet
Nora was a great host, super helpful, and very responsive to all the questions I asked. Great location right on lake and very cute cottage.
Russell
Owatonna, Minnesota
★★★★★ · October 2025 · Stayed a few nights
A very nice smaller one bedroom perfect for that individual or couple. Access for the one good sized bathroom is through the bedroom.
The kitchen and living area is one room, but is open and roomy. The kitchen has good counter space, full stove and refrigerator.
Nora keeps the place clean and is always responsive.
This is a great smaller lake cabin where I thoroughly enjoyed staying!
Nora is a great host, this is a great spot with the lake only a couple houses down. It is a safe and pretty neighborhood with views of the lake and neighbors walking their dogs.
I would recommend Nora and her place and will definitely stay with her again.
Nora C. M. Bird

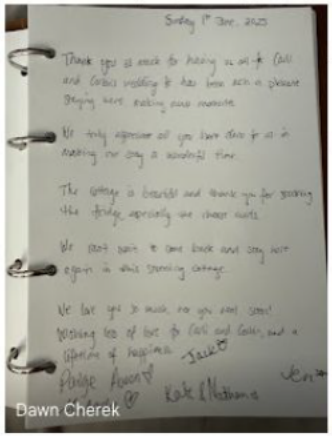

Elizabeth
Rochester, Minnesota
★★★★★ · August 2025 · Stayed with a pet
We really enjoyed our stay at Nora's! She was very responsive whenever I had a question, and she was very accommodating! When I asked if we could bump up the check in by an hour so we could make our plans work. Everything was clean and cozy. It was the perfect little getaway to stay while we visited Madison.
Colomba
New York, New York
★★★★★ · June 2025 · Stayed over a week
Nora's place is perfect for me. It's not fancy but it has everything I need. It's close to the lake which is beautiful. It's also minutes to grocery store, drug store, restaurants. The bed is comfortable but it's a full size, not good for two people. I've been there twice and will probably go again
Nora C. M. Bird

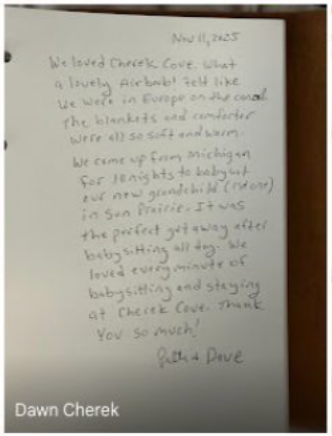

Heidi
Washington, District of Columbia
★★★★★ · December 2025 · Stayed a few nights
I stayed at Nora's place on a snowy Thanksgiving weekend. It was beautiful, serene but easy access to Madison.
Courtney
Wisconsin, United States
★★★★★ · November 2025 · Stayed with a pet
Perfect location for any possible Madison activity, very clean, comfortable bed. We would definitely book again
Alexandra
2 years on Airbnb
★★★★★ · August 2025 · Stayed a few nights
We greatly enjoyed our stay, it had everything we needed, perfect for a weekend getaway for two. Great view of the lake and within walking distance to nice parks and even more lake views. It was wonderful to have a quiet place to stay.
Nora C. M. Bird

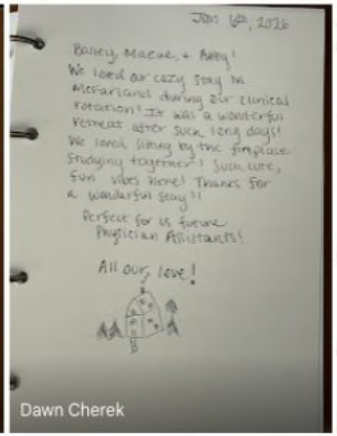

Nov 2024
We came to the Johnson House for a girls low-key weekend. From the moment we opened the door you could feel the good
We enjoyed shopping around Madison but the best was Toby's for dinner. Loved the coffee shop- perfect morning walk. & had a hearty breakfast at the Squirrel's Nest
Sarah Nelson

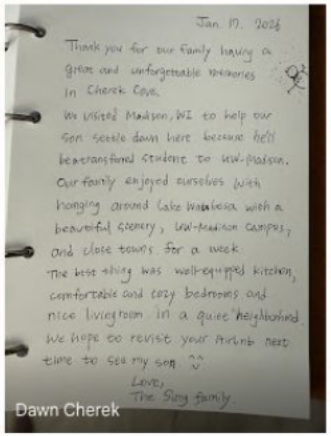

July, 2025
We enjoyed our stay. Very beautiful home full of charm. It
-The Brookes
Sarah Nelson

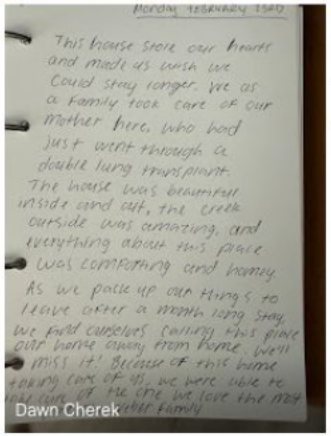

Sunday November 10, 2024
Cherek Cove is a delightful little retreat! What a cozy space to relax, spend time with family and its a great location, close to all the greater Madison area, but far enough from the city. Soft blankets to the top of the line kitchen, we loved our stay! Travelled from Bend, OR to Madison and got lost at home on the little river and lake views. Thank you from the bottom of our hearts for a lovely stay!
All our love,
The Roberts family
Dawn Cherek

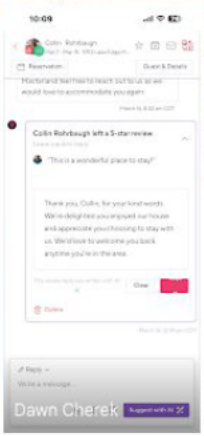

Dawn Cherek

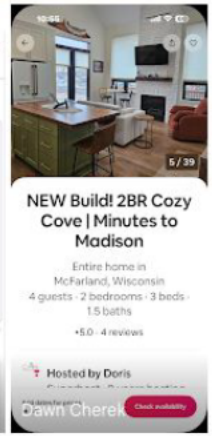

Nov 11, 2025
We loved Cherek Cove. What a lovely Airbnb! Felt like We were in Europe on the canal. The blankets and comforter were all so soft and warm.
We came up from Michigan for 10 nights to babysit our new grandchild (10 days) in San Prairie. It was the perfect getaway after babysitting all day. We loved every minute of babysitting and staying at Cherek Cove. Thank You so much!
Dawn Cherek

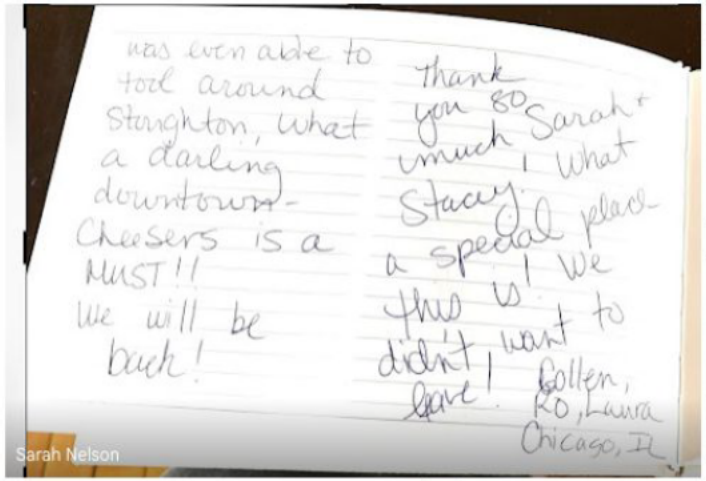

Jan 6th, 2026
Bailey, Macie, + Abby!
We loved our cozy stay in McFarland during our clinical rotations! It was a wonderful retreat after such long days! We loved sitting by the fireplace studying together! Such cute, fun vibes here! Thanks for a wonderful stay!!
Perfect for us future Physician Assistants!
All our love!
Dawn Cherek


Jan. 17, 2026
Thank you for our family having a great and unforgettable memories in Cherek Cove.
We visited Madison, WI to help our son settle down here because he'll be transferred students to law-practice. Our family enjoyed ourselves with hanging around Lake Waubesa with a beautiful scenery, law-tension campus, and close towns for a week.
The best thing was well-equipped kitchen, comfortable and cozy bedrooms and nice livingroom in a quiet neighborhood.
We hope to revist your Airbnb next time to see my son
Love,
The Story family.
Dawn Cherek


This house store our hearts and made us wish we Could stay longer. We as a family took care of our Mother here, who had just went through a double lung transplant.
The house was beautiful inside and out, the creek outside was amazing, and everything about this place was comforting and homey.
As we pack up our things to leave after a month long stay, we find ourselves calling this place our home away from home. We'll miss it! Because of this home taking care of us, we were able to
Dawn Cherek

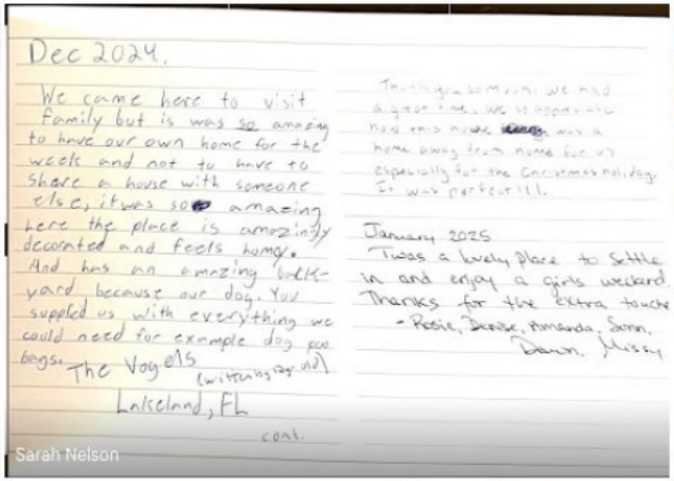

Colin Rohrbaugh left a 5-star review
Dawn Cherek


5 / 39
NEW Build! 2BR Cozy Cove | Minutes to Madison
Entire home in McFarland, Wisconsin
4 guests · 2 bedrooms · 3 beds · 1.5 baths
Hosted by Doris
Dawn Cherek


was even able to tool around Stoughton, what a darling downtown- Cheesers is a MUST!! We will be back!

thank you so much Sarah + Stacy. What a special place- this is why we didn't want to leave! Collen, RO, Laura Chicago, IL

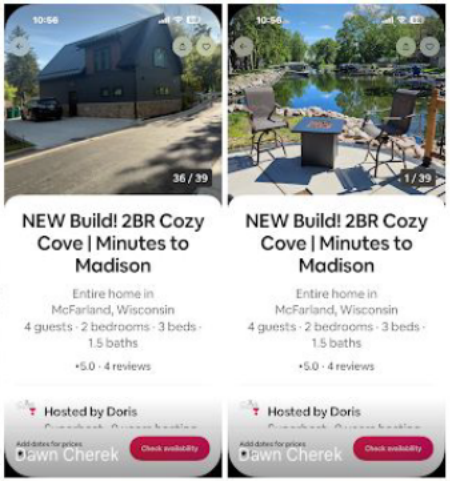
Sarah Nelson

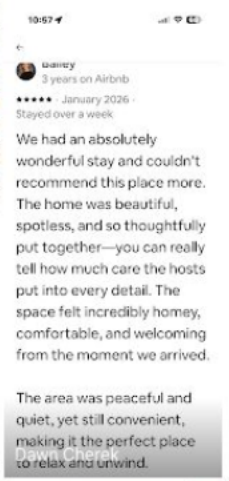

Dec 2024.

We came here to visit family but is was so amazing to have our own home for the week and not to have to share a house with someone else, it was so amazing here the place is amazingly decorated and feels homey. And has an amazing bottle-yard because our dog. You suppled us with everything we could need for example dog poo bags. The Voyels (with two dogs and) Lakeland, FL

January 2025
Twas a lovely place to settle in and enjoy a girls weekend. Thanks for the extra touche
- Rosie, Denise, Amanda, Sara, Dawn, Missy

Sarah Nelson

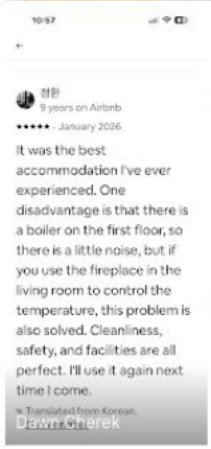



3 years on Airbnb
January 2026 · Stayed over a week

We had an absolutely wonderful stay and couldn't recommend this place more. The home was beautiful, spotless, and so thoughtfully put together—you can really tell how much care the hosts put into every detail. The space felt incredibly homey, comfortable, and welcoming from the moment we arrived.

The area was peaceful and quiet, yet still convenient, making it the perfect place to relax and unwind.

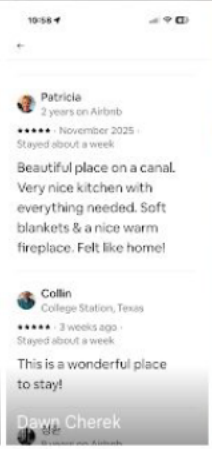
Dawn Cherek


9 years on Airbnb
January 2026

It was the best accommodation I've ever experienced. One disadvantage is that there is a boiler on the first floor, so there is a little noise, but if you use the fireplace in the living room to control the temperature, this problem is also solved. Cleanliness, safety, and facilities are all perfect. I'll use it again next time I come.

Translated from Korean.

Dawn Cherek

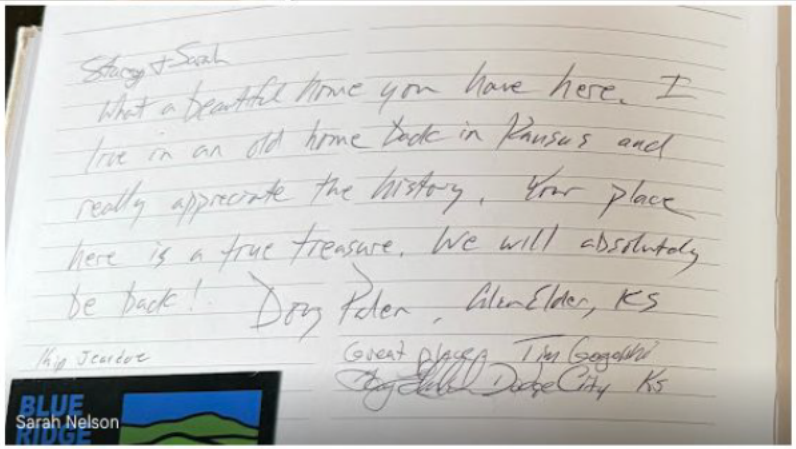

Patricia
2 years on Airbnb
November 2025 · Stayed about a week

Beautiful place on a canal. Very nice kitchen with everything needed. Soft blankets & a nice warm fireplace. Felt like home!

Collin
College Station, Texas
3 weeks ago · Stayed about a week

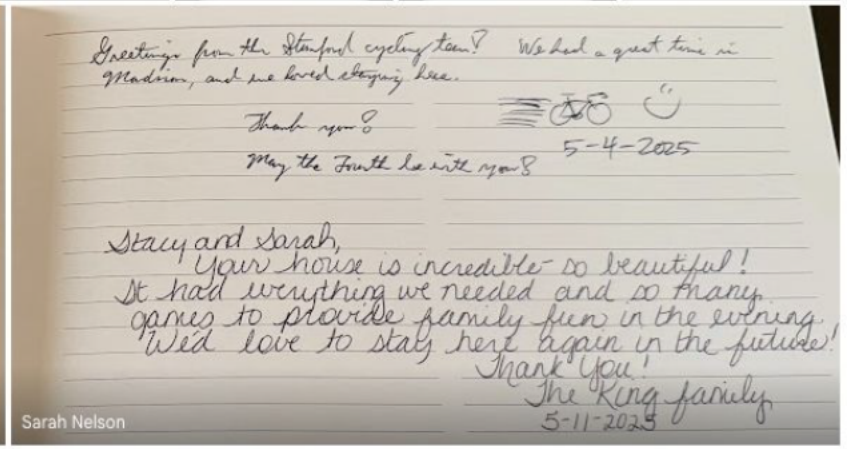
This is a wonderful place to stay!

Dawn Cherek


Stacy + Sarah
What a beautiful home you have here. I live in an old home built in Kansas and really appreciate the history. Your place here is a true treasure. We will absolutely be back! Doug Peden, Glen Elder, KS

Great place! Tim Gogolski
Dodge City KS

Sarah Nelson

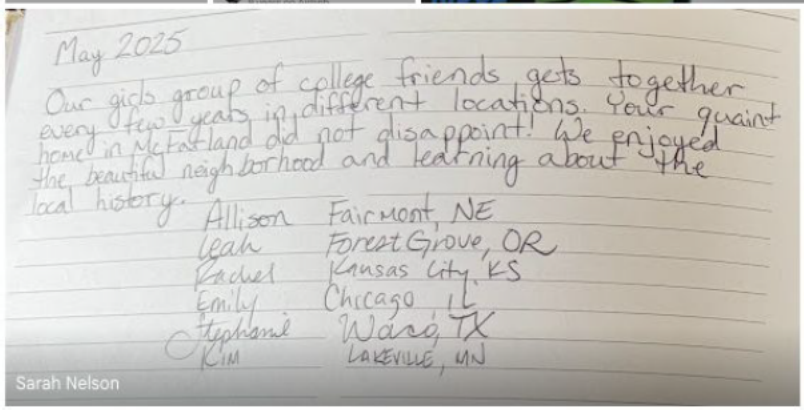

Greetings from the Stanford cycling team! We had a great time in Madison, and we loved staying here.

Thank you &
May the Fourth be with you &

5-4-2025

Stacy and Sarah,
Your house is incredible so beautiful! It had everything we needed and so many games to provide family fun in the evening. We'd love to stay here again in the future!
Thank you!
The King family
5-11-2025

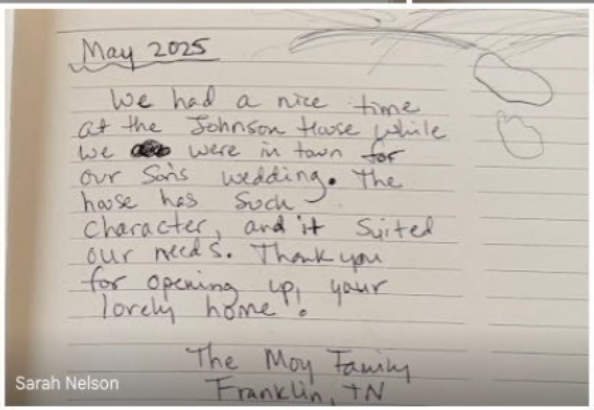
Sarah Nelson


May 2025

Our girls group of college friends gets together every few years in different locations. Your quaint home in McFarland did not disappoint! We enjoyed the beautiful neighborhood and learning about the local history.

Allison Fairmont, NE
Leah Forest Grove, OR
Rachel Kansas City, KS
Emily Chicago, IL
Stephanie Waco, TX
Kim Lakeville, MN

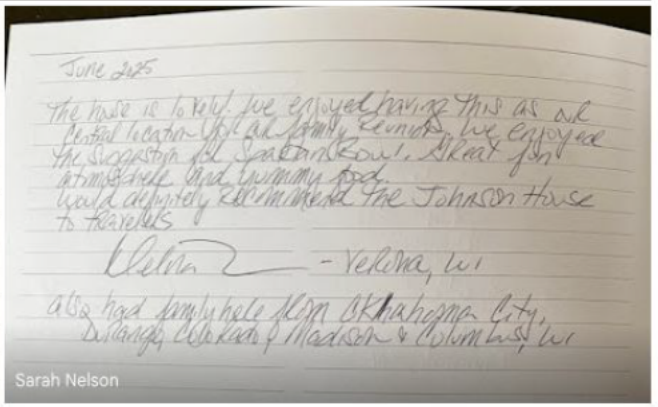
Sarah Nelson


May 2025

We had a nice time at the Johnson House while we were in town for our Son's wedding. The house has such character, and it suited our needs. Thank you for opening up your lovely home.

The May Family
Franklin, TN

Sarah Nelson

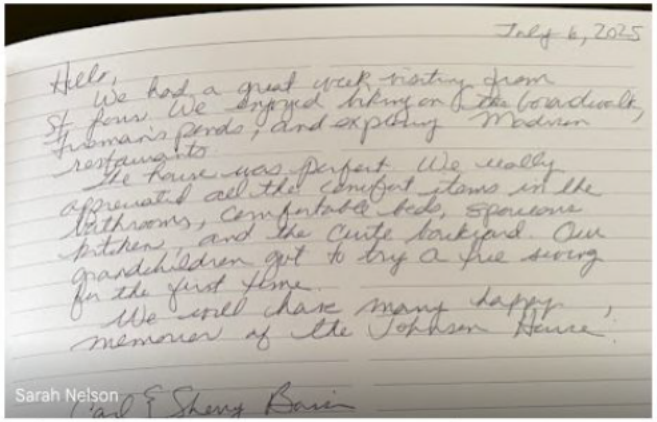

June 2025

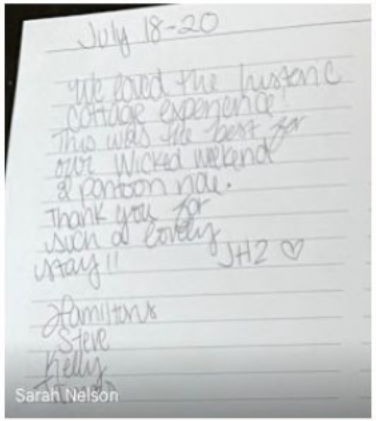
The house is terrific, we enjoyed having this as our central location for our family reunion. We enjoyed the swimming pool, basketball court, and yummy food. Would definitely recommend the Johnson House to travelers.

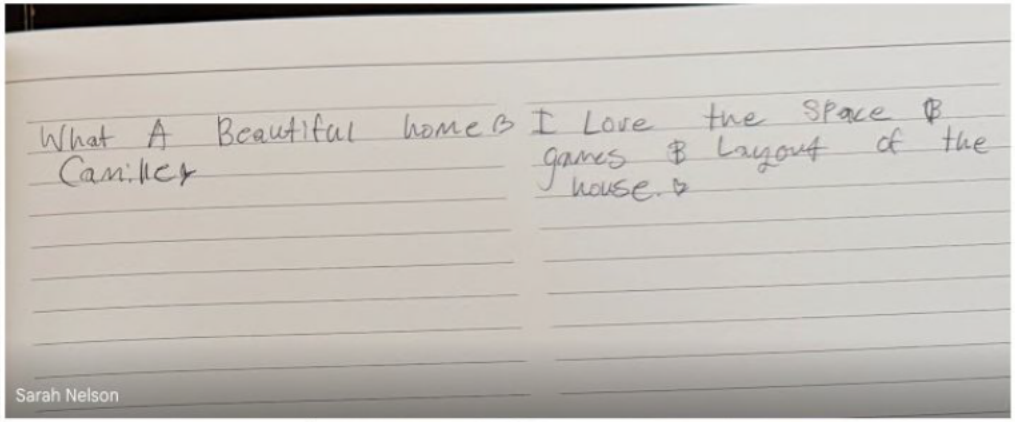
- Verona, WI

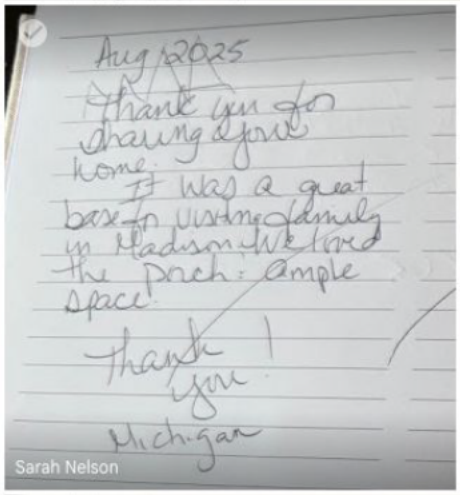
also had family here from Oklahoma City, Durango, Colorado, Madison & Columbus, WI

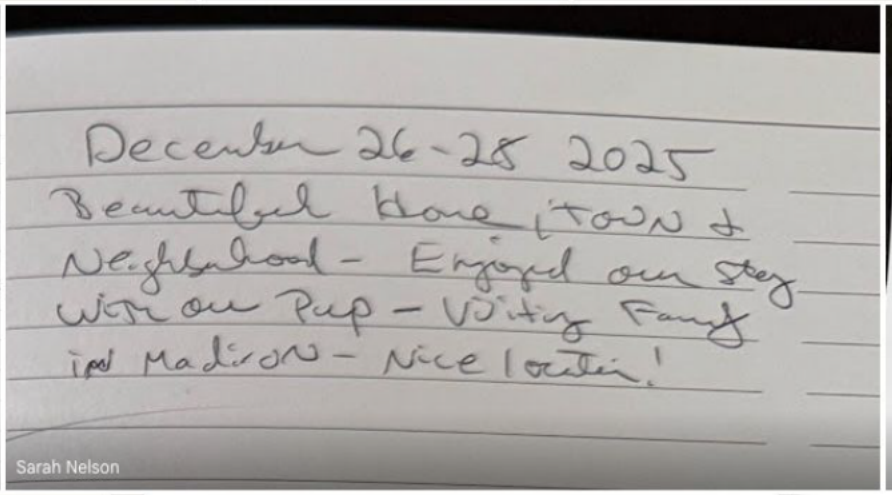
Sarah Nelson

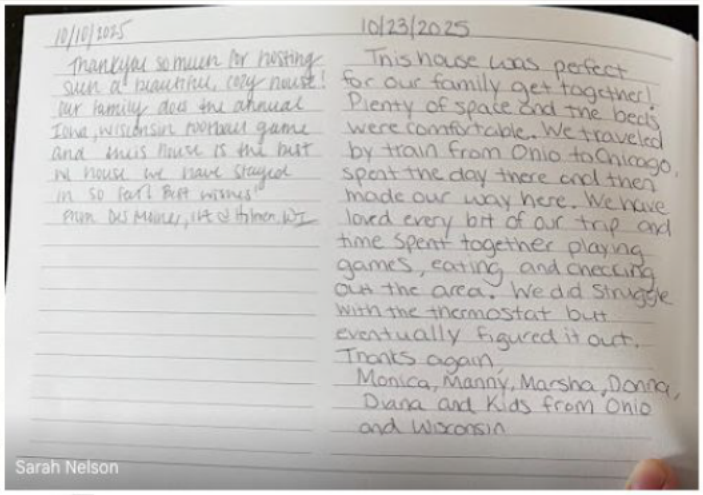

July 6, 2025
Hello,
We had a great week visiting from St Louis. We enjoyed hiking on the boardwalk, Romain Ponds, and exploring Madison restaurants.
The house was perfect. We really appreciated all the comfort items in the bathrooms, comfortable beds, spacious kitchen, and the cute backyard. Our grandchildren got to try a fire stove for the first time.
We will have many happy memories of the Jotham House!
Sarah Nelson

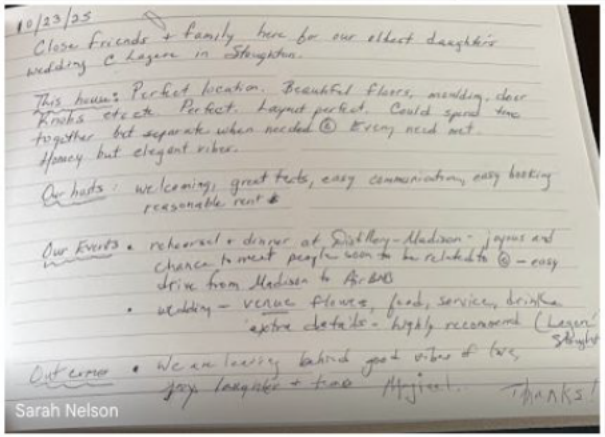

July 18-20
We loved the historic cottage experience. This was the best for our Wicked weekend & pontoon ride.
Thank you for such a lovely stay!!
JHZ
Hamiltons
Steve
Kelly
Sarah Nelson

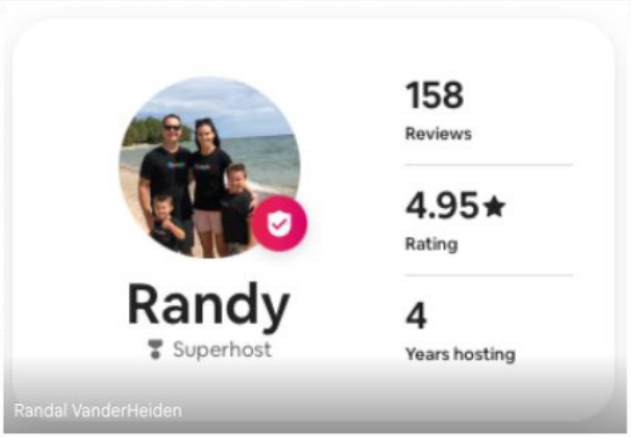

What A Beautiful home
I Love the Space & games & Layout of the house.
Camille
Sarah Nelson

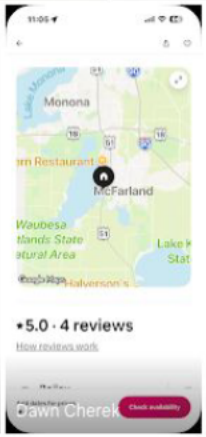

Aug 2025
Thank you for sharing your home.
It was a great base for visiting family in Madison. We loved the porch: ample space.
Thank you
Michigan
Sarah Nelson


December 26-28 2025
Beautiful Home, TOWN & Neighborhood - Enjoyed our stay with our Pup - Visiting Family in Madison - Nice location!
Sarah Nelson

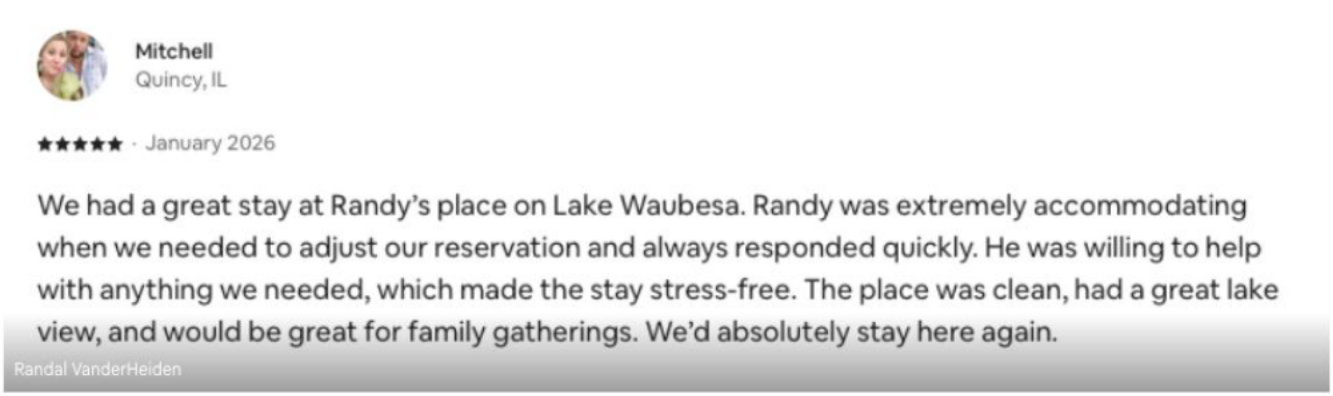

10/10/2025
Thankyou so much for hosting such a beautiful, cozy house! Our family does the annual Iowa, Wisconsin football game and this house is the best AirBnB house we have stayed in so far! Best wishes!
Pam, DJ Maddy, Ali & Tyler, WI
10/23/2025
This house was perfect for our family get together! Plenty of space and the beds were comfortable. We traveled by train from Ohio to Chicago, spent the day there and then made our way here. We have loved every bit of our trip and time spent together playing games, eating and checking out the area. We did struggle with the thermostat but eventually figured it out.
Thanks again,
Monica, Manny, Marsha, Donna, Diana and Kids from Ohio and Wisconsin


10/23/25
Close friends + family here for our eldest daughters wedding @ Legion in Stoughton.
This house: Perfect location. Beautiful floors, moulding, door knobs etc. Perfect. Layout perfect. Could spend time together but separate when needed. Every need met. Homey but elegant vibes.
Our hosts: welcoming, great texts, easy communication, easy booking reasonable rent.
Our Events: • rehearsal + dinner at Sibley - Madison - layout and chance to meet people soon to be related to - easy drive from Madison to AirBnB
• wedding - venue, flowers, food, service, drinks, extra details - highly recommend (Legion Stoughton)
Outcome: • We are leaving behind good vibes of love, joy, laughter + fun memories. Thanks!
Sarah Nelson


158
Reviews
4.95★
Rating
4
Years hosting
Randy
Superhost
Randal VanderHeiden


Monona
McFarland
•5.0 · 4 reviews
How reviews work
Dawn Cherek


Jennifer
Naperville, IL
October 2025
Our family of 6 had a fabulous stay at the house on Lake Waubesa. It was pretty much everything could have hoped for in a weekend escape. We came from Chicago, and while we have a place further north, the kids wanted to visit Madison for a change.
This area is LOVELY and we could not have picked a better area. People are friendly, parks galore, and very easy to get to Madison and the surrounding areas. (I just need to get used to the turnabouts.)
As for the house - honestly, it had everything we needed and plenty of room to spread out. Our hosts had pretty much everything you can think of, especially in the kitchen area. All the drawers in the kitchen were labeled - thank you for that. Kids LOVED the game room downstairs and we all enjoyed the outdoor amenities - the fire pit, hot tub and dock for fishing. While we didn't catch any fish, my oldest claims a "big one" got away from him. Northern Pike perhaps?
Oh, and how could I forget? The sunsets are AMAZING.
Randal VanderHeiden

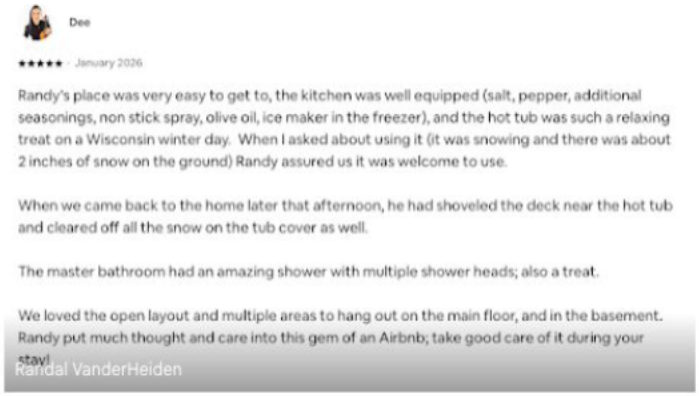


Mitchell
Quincy, IL

★★★★★ · January 2026

We had a great stay at Randy's place on Lake Waubesa. Randy was extremely accommodating when we needed to adjust our reservation and always responded quickly. He was willing to help with anything we needed, which made the stay stress-free. The place was clean, had a great lake view, and would be great for family gatherings. We'd absolutely stay here again.

Randal VanderHeiden



Dee

★★★★★ · January 2026

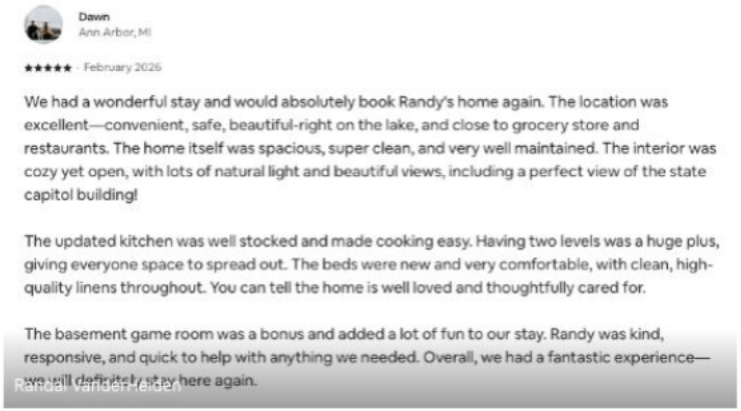
Randy's place was very easy to get to, the kitchen was well equipped (salt, pepper, additional seasonings, non stick spray, olive oil, ice maker in the freezer), and the hot tub was such a relaxing treat on a Wisconsin winter day. When I asked about using it (it was snowing and there was about 2 inches of snow on the ground) Randy assured us it was welcome to use.

When we came back to the home later that afternoon, he had shoveled the deck near the hot tub and cleared off all the snow on the tub cover as well.

The master bathroom had an amazing shower with multiple shower heads; also a treat.

We loved the open layout and multiple areas to hang out on the main floor, and in the basement. Randy put much thought and care into this gem of an Airbnb; take good care of it during your stay!

Randal VanderHeiden



Dawn
Ann Arbor, MI

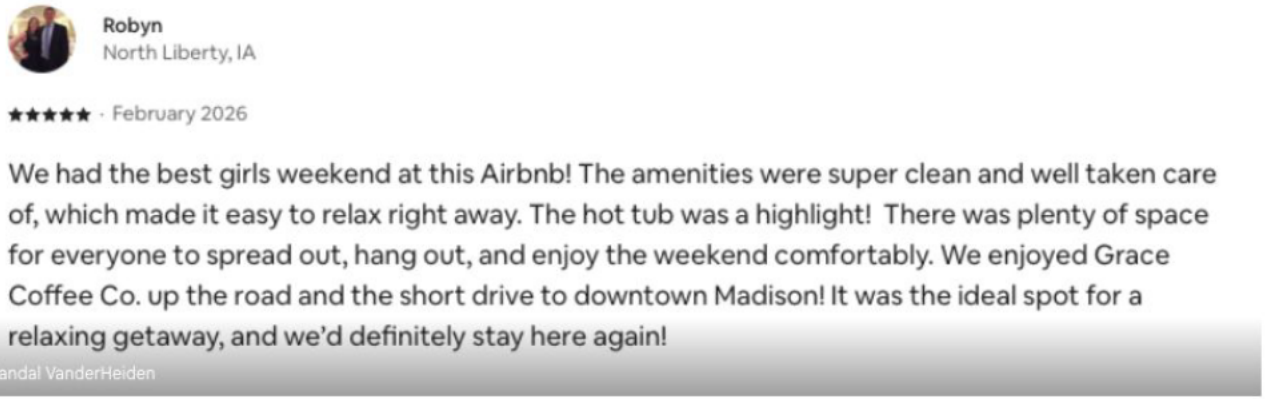
★★★★★ · February 2026

We had a wonderful stay and would absolutely book Randy's home again. The location was excellent—convenient, safe, beautiful-right on the lake, and close to grocery store and restaurants. The home itself was spacious, super clean, and very well maintained. The interior was cozy yet open, with lots of natural light and beautiful views, including a perfect view of the state capitol building!

The updated kitchen was well stocked and made cooking easy. Having two levels was a huge plus, giving everyone space to spread out. The beds were new and very comfortable, with clean, high-quality linens throughout. You can tell the home is well loved and thoughtfully cared for.

The basement game room was a bonus and added a lot of fun to our stay. Randy was kind, responsive, and quick to help with anything we needed. Overall, we had a fantastic experience—we will definitely stay here again.

Randal VanderHeiden

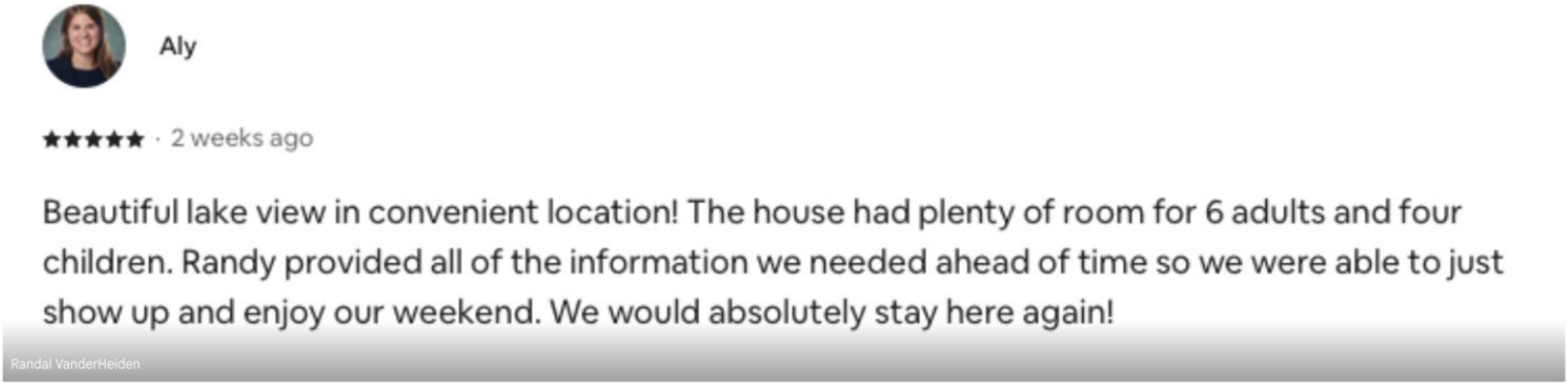


Robyn
North Liberty, IA

★★★★★ · February 2026

We had the best girls weekend at this Airbnb! The amenities were super clean and well taken care of, which made it easy to relax right away. The hot tub was a highlight! There was plenty of space for everyone to spread out, hang out, and enjoy the weekend comfortably. We enjoyed Grace Coffee Co. up the road and the short drive to downtown Madison! It was the ideal spot for a relaxing getaway, and we'd definitely stay here again!

Randal VanderHeiden



Aly

★★★★★ · 2 weeks ago

Beautiful lake view in convenient location! The house had plenty of room for 6 adults and four children. Randy provided all of the information we needed ahead of time so we were able to just show up and enjoy our weekend. We would absolutely stay here again!

Randal VanderHeiden

Sample of Listing and Messaging Notifications of Rules

----------Posted on Airbnb/Vrbo and sent multiple times before stays----------

GOOD NEIGHBOR RULE---------->
PLEASE NOTE WE KINDLY ASK THAT YOU BE RESPECTFUL OF QUIET HOURS FROM 9PM-7AM. OUR HOME IS IN A VERY CLOSE LAKEFRONT COMMUNITY AND NEIGHBORS HAVE VOICED CONCERNS ABOUT OUTDOOR NOISE DISTURBANCES.
While you may be visiting, your actions during your stay are permanent to the neighborhood and potentially our business. That means no yelling, screaming, or amplified music outside during these hours. Noise travels further than you may think :). Any complaints from the neighbors or noise violations responded to by local police could result in immediate cancellation of the reservation, forfeiture of all fees and loss of our license.

NOISE LEVELS---------->
PLEASE NOTE NO excessive noises from 9PM-7AM please. Outside noise levels need to be under 60db, which is basically a regular conversation between 2 people. Any complaints from the neighbors or noise violations responded to by local police could result in immediate cancellation of the reservation, forfeiture of all fees and loss of our license.

PARTY POLICY---------->
PLEASE NOTE ABSOLUTELY NO PARTIES. Any parties that create a complaint could result in immediate cancellation of the reservation, forfeiture of all fees and loss of our license.

—----------Message sent at 4pm Check in----------
Welcome!

Just another quick reminder of our "QUIET HOURS": We kindly ask that you be respectful of quiet hours from 9pm-7am. Outside noise levels need to be under 60db, which is basically a regular conversation between 2 people. Please no yelling, screaming, or amplified music outside during these hours.

Thanks for your cooperation and we hope you enjoy your stay!

Please let us know if there is anything we can do to make your stay more comfortable!

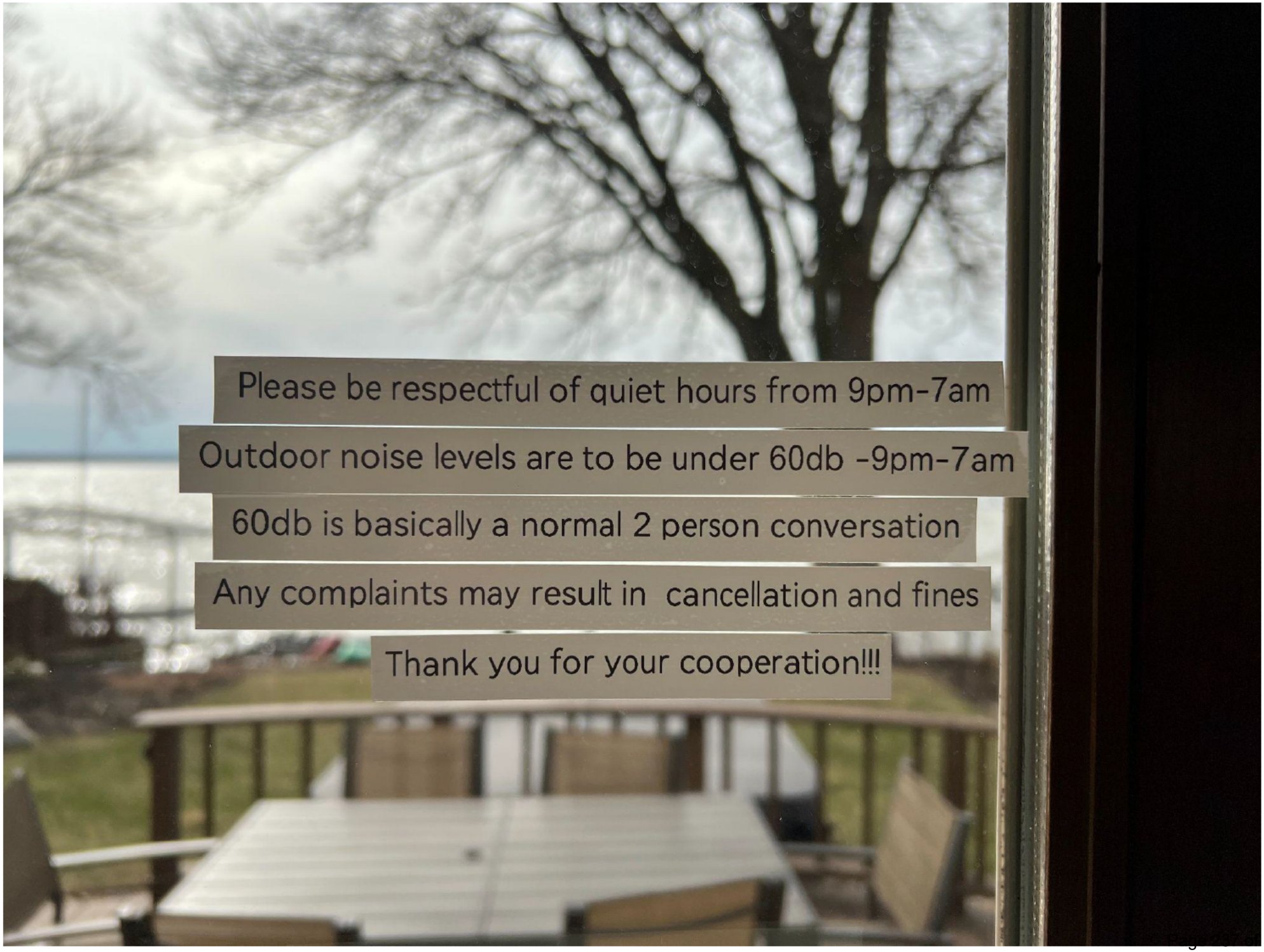
—----------Answer we received from guest----------

Hello - understood. This is a family stay. Kids will be asleep by then. Thank you

Sample of Onsite posting of Rules



Sample of Quiet Hours and Decibel levels posted on doors



From: April Yerges
To: Village Clerk
Subject: Short-term rental ordinance
Date: Wednesday, April 22, 2026 10:49:31 AM

To my McFarland Community Leadership,

I am concerned about the influx of investment companies buying up our homes and working to make money off of our village and people.

I support the proposed TRH ordinance from Trustee Leamy of a 7-day minimum and 180-day maximum on these residential rentals. People move to McFarland for the small-town community, and if we continue to allow selling of our properties to investors, we will lose this value. I also can see it dropping property values if someone's home is nextdoor to a rental home that allows partying, that takes up valuable parking space for true residents and their families, and impacts the well-being of our community members.

While I am disappointed that the Public Safety Committee did not accept this proposal, I hope that you are able to prioritize the voices of the community over the investor voices.

Thank you for your time and consideration,
April Yerges
[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)	Bird
First Name (Optional)	Nora
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

My name is Nora Bird and my address is [redacted]. At the last public safety meeting there was a gentleman who got up in support of an ordinance change stating that we were all corporations and we were coming in and operating these short-term rentals with a money grab in mind. For that meeting I had donated my time to speak, otherwise I would have gotten up to address that.

I've been a single mom my entire time as a mom and I purchased my home in 2021 at [redacted] years old. This is my first home and something that I never thought that I would be able to achieve in my lifetime. I bought that home and operate it as an Airbnb so that I can provide some sort of security for my daughter and her future. I didn't have that opportunity growing up and I certainly do not come from wealth like some people in the neighborhood like to think about TRH operators.

I take this matter very personally because I'm building a future for my family. I don't plan to operate my home as an Airbnb forever, but I do hope to operate it long enough that I can offer this home for my daughter when she is ready to start her own family. I think it's unfair that there are people in this community that are looking at short-term rentals as a nuisance. I am here to provide a future for my family and I support the neighborhood that I exist in. I've employed a neighbor kid to mow my lawn and to shovel snow and to do some gardening work. The neighbor next door to me has created a lifelong friendship with people who have stayed in my home. I work with my neighbors and employ people in the neighborhood and in the community to do work at my home. In this last storm I had a tree break and fall in my front yard and I hired someone local from McFarland to come and take care of it. So not only did I spend money in the neighborhood I did it because I care about my home and the community it exists in.

My home is also 480 sq ft, it has one bedroom and one bathroom. It would be impossible per TRH permit guidelines for me to exist in the home or on the property while someone else stays in my home. So if that's a change that's going

to be proposed as part of the ordinance change that would put me in a position where I could no longer rent my home out. My average stay is 3.2 days. A 7-day minimum would most likely put me out of business, or worse make me sell my daughter's potential future. 90% of my bookings are a couple with a dog. This includes prospective home buyers which three have purchased homes in the village, these are grandparents that are now retired who are coming for a few days to come see their grandkids or parents coming to see their child who's graduating from the UW.

I urge you as a fellow neighbor and a fellow person of the community to maybe just take a step back, lead with empathy and look at these short-term rentals in a different way. Or please don't lump us all into the same category of huge corporations buying up all the lake homes, because that's simply not true. What we all want is the same thing: a community to exist in with our families.
Thank you

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: Katie Cappozzo
To: Village.Board
Cc: Cassandra Suettinger
Subject: TRH Ordinance – April 9 Meeting Follow-Up
Date: Wednesday, April 15, 2026 4:08:34 PM

Dear Village Board Members,

I am writing following the April 9 Public Safety Committee meeting regarding proposed updates to the Tourist Rooming House (TRH) ordinance.

After taking a few days to process the discussion from the meeting, and waiting for the written feedback to be included in the updated packet, I wanted to share my perspective. The outcome of that meeting was deeply concerning. The discussion did not reflect the reality being experienced by residents, and a small group of TRH owners appeared to have a disproportionate influence over the direction of the conversation.

As a 25-year resident of McFarland, I left the meeting feeling that my voice—and the voices of dozens of residents who submitted both written and verbal feedback—were not meaningfully considered. Approximately 60 residents took the time to engage in this process, and that level of participation should have carried significantly more weight. Instead, the conversation was largely shaped by individuals with a financial interest in protecting their investments—many of whom own multiple properties, with these functioning as second, third, fourth, or even fifth homes.

What makes this especially concerning is that the impact is falling on residents' primary homes—families who are deeply rooted in this community and have contributed to it in meaningful ways for years. My own family is one of them. We have raised our children here, with two still in the McFarland School District. I serve as President of the McFarland Soccer Club, supporting over 700 local kids, and my husband has served on the McFarland Education Foundation and helped launch the Spartan Samaritan group, where residents support families in need in coordination with our schools and police department.

And yet, for the first time in 25 years, we are seriously questioning whether we can continue living here due to the concentration of short-term rentals surrounding our home—something we firmly believe would not have occurred at this pace if reasonable restrictions had already been in place.

I want to be clear: this is not about opposing short-term rentals. It is about the unchecked concentration of non-owner-occupied rentals in residential neighborhoods and the very real and growing impact that is already occurring.

The commonly cited statistic—that TRHs represent a small fraction of total properties in McFarland—is misleading. These properties are not evenly distributed. They are

concentrated, particularly in lake neighborhoods. Over 10% of lake homes are now short-term rentals. In my immediate area, there are four within roughly 150 yards of my home, including one on each side of our house.

That is not theoretical. That is a measurable and ongoing shift in the character and stability of residential neighborhoods. This shift is not isolated—it is occurring across multiple areas of the village and continues to accelerate, as evidenced by five new approved or pending licenses in just the most recent licensing cycle.

Several arguments made at the meeting require a more grounded evaluation:

- **Economic Impact Claims:** The assertion that TRHs are a significant economic driver for McFarland is overstated. McFarland is not a tourism-based economy. Visitors are here for location, not local commerce. Additionally, the majority of room tax revenue does not directly benefit the village.

- **“Good Neighbor” Expectations:** Residents are being asked to be “good neighbors” to properties without a consistent neighbor. We are instructed not to engage with renters and to call law enforcement when issues arise, yet also expected to coordinate with absentee owners. This is not a reasonable or sustainable expectation for residents.

- **Misrepresentation of Usage:** It was suggested that many TRHs sit vacant much of the time. That has not been our experience. Within a week of the meeting, there have been three separate rental groups next door. The level of turnover is significant and disruptive. This particular TRH has only been operating since December, and we have yet to see what the summer months will bring. Implementing a 7-day minimum stay and 180-day annual cap would meaningfully reduce this level of disruption and provide neighboring residents with a clearer and more predictable expectation of activity.

I was also troubled by the suggestion that residents raising concerns are “fear mongering” or spreading misinformation. The reality is that awareness is limited by design—only property owners within 500 feet of a proposed or licensed TRH are notified. Most residents have no awareness of this activity until it is already affecting them. That is precisely why broader communication has been necessary.

Without action, this pattern will continue. That is not speculation—it is already happening.

I also researched surrounding communities. Every municipality in Dane County that borders a lake has implemented additional restrictions beyond the state’s right-to-rent law—most commonly a 7-day minimum stay and a 180-day annual cap for non-owner-occupied

properties. McFarland is currently the exception.

The question is not whether short-term rentals should exist. The question is whether the Village will act now to put reasonable limits in place before the impact becomes irreversible.

The trajectory is clear. Without guardrails, residential neighborhoods will continue to shift toward high-turnover rental use, and the burden of that shift will fall on the residents who live there full-time.

Before closing, I want to acknowledge that I understand the Board has a difficult job and is asked to balance many competing interests. I sincerely appreciate the time and effort you put into serving the McFarland community.

I strongly urge the Village Board to look beyond the narrow scope of the committee discussion and take action that reflects the long-term interests of the community—not the short-term interests of a small group of property owners.

Sincerely,
Katie Cappozzo

Katie Cappozzo
Cell: [redacted]
Email: [redacted]

From: k.carl@charter.net
To: Village.Board
Cc: Village Clerk; Cassandra Suettinger
Subject: Follow-up to last night"s PSC re: the proposed changes to our TRH ordinance
Date: Friday, April 10, 2026 8:46:41 AM

McFarland Village Board members,

Good morning. I am writing to share my comments after attending last night's Public Safety Committee meeting regarding the proposed changes to our Tourist Rooming House (short-term rental) ordinance that will soon come before you for a vote.

I urge you to watch the recording and read the packet. I understand that 75 residents submitted comments supporting the changes, and many attended and spoke in person.

Yet despite this overwhelming public input, the discussion and vote ultimately prioritized the dozen TRH operators over the residents of this community. I am frankly shocked and deeply concerned. **Families should not have fewer rights to peace and stability in their own neighborhoods than investors have to profit from them.**

The original intent of Wisconsin's right-to-rent law was to allow *people who live in their homes* the ability to rent for 7–29 days during times when they vacation or winter elsewhere. It was **never intended** to allow investor-owned properties to operate as year-round, absentee-run lodging businesses.

But that is exactly what is happening — and what will continue if the committee's recommendation is adopted.

In just the past 19 months, the number of TRHs has doubled, and 10% of our lake homes are now short-term rentals. Every other lake community around us has already acted. McFarland is becoming the outlier — the easiest place for investors to buy because restrictions are weaker.

During the committee's debate, it became clear they believe there is "no proven data" showing problems, so nothing needs to change. This overlooks several realities:

- Not all impacts result in a police call.
- Residents often do not want to call the police.
- Many do not know how to report issues.
- Many stay silent to avoid conflict — but they still feel the impacts every single day.
- And many harms — loss of neighbors, reduced sense of community, safety concerns from constant turnover, more traffic and noise, fewer children in schools, investor-driven home inflation — are not captured as "violations," yet they are deeply felt and

undeniable.

The committee also discounted a central purpose of the proposed changes: **to slow the explosive growth of TRHs by aligning McFarland's rules with neighboring lake communities, all of which have the 180-day restriction.**

If nothing changes:

- Investors will continue buying lakefront homes here precisely because McFarland allows year-round rentals.
- Investors will outbid families because, based on rental income, these homes are more valuable to them.
- Families will avoid buying in neighborhoods dominated by TRHs.
- Neighborhoods will hollow out as full-time residents are replaced by short-term guests.
- And the character of our residential areas — something impossible to recover once lost — will continue to erode.

Families like mine will feel pushed out of the very community we built our lives around.

The 7-day minimum stay was included in the state law for a very explicit reason: **to prevent weekend party rentals and protect residential neighborhoods.** It is a fundamental safeguard, and McFarland should adopt it without hesitation. While some communities allow a narrow exception for homeowners who truly live in their TRH property at least 183 days a year, that exception is intended *only* for primary residents — not investors.

For investor-owned, absentee-run rentals, our ordinance should impose the strictest limits allowed under state law. Year-round commercial lodging businesses were never what the right-to-rent law intended, and no community should be expected to absorb the impacts of unlimited, investor-driven short-term rentals in residential neighborhoods.

I was glad to see the committee recommend several items that will help:

- Quarterly self-reporting by TRH owners
- Software to verify compliance
- Stronger owner accountability and clearer violation procedures

These are meaningful steps — but they are not enough without the 7-day minimum and 180-day annual limit needed to curb growth and restore balance.

I also want to express appreciation to Ken Boyd, who understood the seriousness of this issue and voiced the concerns of residents. Without him, many of us would have left feeling completely unheard.

The residents of McFarland want neighbors — not a revolving door of strangers.
We moved here for the small-town community feel. Your decision will determine whether that reality survives or fades away.

I truly do not want to leave my home of 32 years, but our neighborhood is now surrounded by TRHs. Of the three homes to our right, one is a TRH. Of the three homes to our left, two are TRHs. This is not theoretical. It is our daily reality.

I sincerely hope you place more value on long-term residents than the committee did.

Please do not accept their recommendation as written.
Please protect the families who call this Village home — not the investors who profit from it.

Thank you for your time and for serving this community.

Kathy

Kathy Carl
[redacted]
McFarland WI 53558
[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
Address (Optional)	[redacted] McFarland, WI 53558
E-mail Address (Optional)	[redacted]
Project Name, as identified on notice	TRH Ordinance

Comments/Feedback

Comment(s)/Feedback about the project/initiative	We respectfully urge the committee to take action to establish reasonable restraints on TRHs. This is not about finances—it's about protecting the stability, safety, and character of our community. Within just 800 feet of our home, there are already three short-term rentals. As a family with four young children, we want a true neighborhood—one built on lasting relationships and shared investment—not a revolving door of transient occupancy. The current trend is concerning. In an already competitive housing market, more properties are being purchased by investors with no intention of living in or contributing to the community. Converting homes into short-term rentals reduces long-term housing availability and weakens neighborhood cohesion. Other municipalities in Dane County have recognized these impacts and taken steps to regulate short-term rentals. We urge you to follow their lead and adopt reasonable safeguards. We are not asking for a ban, but for balance—so our village remains a place where people live, connect, and build community. Thank you for your consideration.

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 to know the process by which the safety committee is making their decision? Is it possible to elevate this to a vote within the community?
How would you like to be contacted by a Village staff member?	E-mail
E-mail Address	[redacted]

Speech for Village Board Meeting – 4/28/2026 – TRH Ordinance

Kathy Carl - I live at [redacted].

We currently have one STR next door and two more on both sides within about 110 feet.
We've lived here for 32 years in what we believed would be our forever home—in a residential neighborhood surrounded by neighbors and friends – but now we live next door to ever changing unfamiliar faces.

This process has been difficult – it's felt like residents and TRH owners have been pitted against one another - We both have vested interest in the properties we own ---- the difference being some of us call them home, and the others call them a source of income.

I'd like to clarify though, I am not up here against anyone—I'm here in support of my family, my neighbors and my community.

But I think this isn't really about picking sides but instead making the decision that best supports the long term vision of our community.

Will we remain a community built on neighbors, stability, and long-term connection—or become a place increasingly driven by short-term rentals where residents live among a revolving door of strangers?

I believe these changes are necessary in order to protect residents and preserve the character of our neighborhoods.

I'd like to provide my perspective on the reasons the Public Safety Committee made the recommendations that are in front of you tonight - since I have an entirely different view on them.

First, the claim that there is "no data" indicating a need for the proposed restrictions – that we should wait a year to collect more data b4 acting

First, this does not reflect what we are already seeing:

- The rapid increase in TRH properties
- Clusters of TRHs in our lake front neighborhoods

And municipalities are not required to wait for fully documented harm before acting. This would be too late.

Proactive regulation is far more effective—and less disruptive—than trying to reverse these patterns later.

There is also substantial research out there that show the negative impacts unregulated short-term rentals have on housing, home prices and values, on neigborhoods, to schools, etc. The data is out there. The trends are clear, and the impacts are already being felt.

Second, I want to address the statement that "there has only been one complaint," and therefore no issues exist.

I thought this notion was debunked at the original Public Safety Committee meeting in early March.

This is entirely not true.

There is clear evidence of impacts, including:

- Resident complaints in written comments and their testimonies
- Residents have made reports to departments that don't track them
- Residents admit they have been uncomfortable reporting disturbances or did not know what process to follow
- And we all know, many impacts – like quality of life impacts - will never be captured in formal systems

Taken together, this reflects a reporting gap—not a lack of impact.

Without action, McFarland will continue to attract short-term rentals.

There is no debating this.

Because our ordinance is less restrictive than neighboring communities, investors are actively purchasing homes specifically for STR rather than long-term residency.

Relators are marketing homes for sale as great short-term rental investment opportunities.

Without the proposed restrictions this will continue…

And as STRs increase, fewer families will want to live in these neighborhoods, so even more sales will shift toward investor ownership. Long term residents will also be driven out of these neighborhoods.

Investors are also willing to pay more for homes so also outbid those who otherwise would become full time residents.

This drives up home prices and reduces the supply of homes available for full-time residents, and gradually destroys neighborhood character.

We can learn from our neighboring communities that have more experience with this and have have implemented these same restrictions as a result.

In some states, communities are beginning to implement total bans on new STRs in response to the impacts.

Given our State law, the proposed restrictions are the most we can do.

Lake Impact

As I mentioned, we are seeing STR clustering in our lake-side neighborhoods.

10% of our lake homes are now STRs.
They are owned by investors as their 2nd and 3rd homes and soley used for short term rentals.
I don't believe any of them live in them.
Some owners don't even live in the Village.

Homes in these neighborhoods are located very close together, with small yards, on narrow roads with little or no parking. Because of this and because sound carries on the water, the impact to residents is even greater.

Lake access to our residents is disappearing as the STRs take over these neighborhoods. Resident kids will no longer be invited by their classmates to come play on the lake, there won't be neighborhood parties or residential get togethers.

Instead, our lake neighborhoods will be enjoyed by transient visitors with no ties to our community.

This is tragic. I think our water ways are some of our greatest assets and should be used and enjoyed by our community. I hope you agree.

Core principle

The character of the Village and the long-term stability of its neighborhoods along with our great schools is what has attracted many people here and is why many people continue to stay here – and I think is worth protecting.

For these reasons, I ask you to implement the proposed ordinance changes, including the following key provisions, some of which were recommended by the Public Safety Committee:

7-day minimum stay

This will reduce the intensity of use by limiting the turnover to once a week – not ever other or every few days as we are experiencing today.

This was included in the State law to balance the right to rent with the impacts on residential neighborhoods, to discourage weekend-only rental patterns that are more likely to result in disturbances.

I believe it would be reasonable to provide a lower minimum stay for STRs that are owner-occupied – where the owner physically resides in the home at least 183 days per year – if it can be verified – as these are known to have fewer nuisances.

180-day annual limit
This prevents year-round short-term commercial lodging in residential neighborhoods.

It allows property owners to use or long-term rent their homes the other 185 days.

This ordinance appropriately targets the impacts of high-turnover lodging, and provides more balance between transient lodging in residential areas.

Even with these restrictions, STRs will continue to operate and some of us will still be surrounded by them.

For this to work, we need stronger **administration, monitoring and enforcement tools** to ensure effectiveness and ordinance compliance, and I am in support of this changes:

- Implement software to track and monitor TRH activity
- Require routine self reporting by TRH owners that show ordinance compliancy that are also signed and notarized w/ penalty of revocation for false or misleading information
- Clearly defined violations, enforcement steps, and escalation procedures
- Hold TRH owners responsible for the conduct of renters regardless of whether the owner is present
- Improve transparency and expectations for TRH operators so they know what is expected and residents feel protected

About now about Grandfathering…

I hope you do not agree to grandfather existing short-term rentals.

For one, there is no legal obligation to do so.
The Village's annual licensing system exists specifically so standards can evolve as community conditions change.
Regulatory updates are a normal and expected part of operating under a licensed framework.

By doing so, it also introduces multiple sets of rules making enforcement harder.

It's also locks in the impacts that these changes are trying at address.
And, is also extremely unfair to the residents that live near them.

Applying the ordinance uniformly is reasonable and standard practice—and
ensures fairness, clarity, and enforceability, and supports effective long-term governance.

It also strengthens legal defensibility……. Which leads to my last topic.

Potential law suit …

As I was reading the meeting packet last night, I came across the "statement by the TRH owners" letter.

In that, they had a statement that read: "**we are prepared to assert our rights under Wisconsin's right to rent laws**"

… in essence threatening that they will sue the Village if these changes are implemented and they are not grandfathered.

I hope you do not get distracted by this threat.

This possibility of a legal challenge:

- does not change the Village's authority to regulate land use…
- does not change the need for these changes that are being made to directly address impacts the residents are experiencing today and expect to rise as the short-term rentals increase
- make these changes less legal or defendable in court.
  Wisconsin law provides authority to municipalities to regulate land use for public health, safety, welfare, and neighborhood stability.

In closing …

Ultimately, the Village has a responsibility to all residents—both current and future—to maintain a sustainable balance between private property rights and the long-term health and livability of the community.

This includes preventing residential zoning from gradually shifting into transient lodging use through cumulative change over time.

If we don't act now, it will become much harder to reverse course as more homes convert to short-term rentals.

At that point, the question won’t be whether regulation is appropriate—but whether residential character can still be preserved

I trust you will put the residents and our community above all else in making this decision.

I thank you for your time, your service, and your commitment to protecting the long-term well-being of McFarland.

Dear McFarland Village Board Members,

I'm writing this letter in response to some of the issues raised at the Public Safety Committee meetings held on March 2nd and April 9th regarding the proposed changes to the TRH ordinance. I hope all the Village Board Members have had a chance to watch or listen to those meetings.

First, I'd like to address the repeated characterization of residents concerns as "fear mongering". The definition of fear mongering is ***spreading exaggerated or unfounded fears***. That is not what occurred in the case that started this battle cry from the TRH owners.

The incident in question involved a short-term rental 10 feet from my front door. At approximately 3:30 am, a renter was running around the backyard of the rental screaming loudly which woke neighboring residents. This renter happened to be in his underwear or swimming suit which is strange on a cold February night, but not the point. The incident was reported to the police, and video evidence was provided. The concern raised at the Safety Committee meeting was about being awakened in the middle of the night by disruptive and unpredictable behavior from short-term renters.

Unfortunately, the discussion shifted toward dismissing the concern rather than addressing the core issue. This was not about whether someone was "half naked", but about a clear ***disturbance of the peace*** and a situation that raised legitimate safety concerns. When someone is screaming and behaving erratically at 3:30 am, it is reasonable to question whether there is a safety issue or need for intervention?

A Safety Committee member went on to say that residents shouldn't be "fear mongering" and since we live on a beach, we should be used to "half naked men" running around. I'd like to clarify that we do not "live on a beach", but in a residential neighborhood where such behavior – especially in the middle of winter – is not normal and should not be dismissed so easily.

This is not ***spreading exaggerated or unfounded fears***; it is a documented actual disturbance.

Equally concerning is the lack of accountability and empathy from the TRH owners. Following the incident, there was no outreach or acknowledgement to the affected neighbors. A simple "hey, sorry for the problem the other night, I'm not sure how those guys got around my thorough background checks and my noise sensors but I'll try to make sure it doesn't happen again" would have been neighborly.

More broadly, this situation highlights ongoing concerns about the impact of transient rental housing on established neighborhoods. My wife and I have lived in our home for 32 years, with the expectation of a stable, quiet community. The introduction of a high-turnover rental property right next door has changed that dynamic.

In addition to quality-of-life concerns, there are also impacts on property values. Homes located next to active short-term rentals may be less attractive to prospective buyers, which is a significant concern for long term residents who have invested decades in their homes. Our home for example, is a big part of our "nest egg" that we plan to use in our golden years, which are rapidly approaching. I wonder how much our next egg decreased when the TRH moved in next door? These unrestricted TRHs are definitely having an effect on the livelihoods of longtime McFarland residents. ***We are not the bad guys*** in this situation but are being made to feel that way…

We understand that property owners have rights, but those rights should be balanced with the well-being of the surrounding community. Thoughtful regulation and enforcement of TRHs are necessary to preserve the character, safety, and livability of our neighborhoods.

I think the old saying "until you walked a mile in my shoes, you'll never understand where I'm coming from" is appropriate here. I don't believe the TRH owners can really comprehend what they are doing to the long-time residents of McFarland and the neighborhoods they live in because they are not putting their transient rental houses next to their own homes. Until they do, they will never understand…

I respectfully ask the Village Board to consider stronger limitations and enforcement measures for TRHs to ensure that residents can continue to enjoy peaceful and secure neighborhoods.

Thank you for your time and consideration.

Rick Carl

From: Cassandra Suettinger
To: Tanya O"Malley
Subject: FW: TRH
Date: Monday, April 27, 2026 9:33:37 AM
Attachments: image001.png

Can you redact and put this in the file of comments to be published Wednesday after the meeting please?

Cassandra Suettinger, WCMC
Deputy Administrator/Clerk
Village of McFarland
608-838-3153

From: Stephanie Brassington <Stephanie.Brassington@mcfarland.wi.gov>
Sent: Monday, April 27, 2026 5:48 AM
To: Cassandra Suettinger <Cassandra.Suettinger@mcfarland.wi.gov>; Matt Schuenke <Matt.Schuenke@mcfarland.wi.gov>
Subject: Fw: TRH

Get Outlook for iOS

From: Dawn Graham <4fabgirls@gmail.com>
Sent: Sunday, April 26, 2026 4:29 PM
To: Stephanie Brassington <Stephanie.Brassington@mcfarland.wi.gov>; Ken Boyd <kboyd@mcfarland.wi.gov>; Kathy Annen <kannen@mcfarland.wi.gov>; Luke Fessler <luke.fessler@mcfarland.wi.gov>; Alisa Leamy <alisa.leamy@mcfarland.wi.gov>; Lowell Prill <lowell.prill@mcfarland.wi.gov>; Mark Neidinger <mneidinger@mcfarland.wi.gov>
Subject: TRH

To the members of the Village Board, thank you for taking time to address potential changes to the TRH ordinance. This will be my third submission. I'm not sure if it actually did any good, which is frustrating. I read comments from the public safety committee members and it's clear that they do not live next to this. There is this idea that we will just do nothing because nothing bad has happened yet. So then who will be held responsible when it eventually does? When the majority of Dan County already has these regulations in place, how can we not? This is the way that McFarland chooses to be different? I now have four

within 500 feet of my home. I am not a lakefront owner, but have lived here 25 years and have deep ties to this community, and a committed to its prosperity.

Obviously the TRH owners are concerned with making a personal profit, not bettering this community. The bottom line is that they make more profit with short-term rental rentals than as landlords of long-term rental property. By not adopting these regulations it is only inviting more saturation. It clearly affects the implied covenant of quiet enjoyment referenced in Wisconsin statutes. Arguments in favor of no changes in regulation mention in additional $52,000 the village receives for permitting and taxes. It's actually concerning that the village would even consider selling out long-term residents in favor of this amount of money. We are in the middle of a housing crisis, stronger regulation on short-term rentals might then help convert them to long-term rentals to help alleviate the crisis while adding long-term residents to enhance our entire community, schools, non profits, recreation, in addition to spending locally. For the most part, these are not mom and pop operations that this is their sole livelihood. These are conglomerates and investors that can afford to buy a pricey home on the lake and not live in it. And they will still make money if these regulations are enacted. No one is saying they should not be able to rent these homes out or make a profit, we are simply asking for some regulation to ensure that everyone is respected.

Lastly, regarding the saturation when looked at as a total, the amount may appear skewed as minimal, but the fact that there so many within 500 feet of me clearly shows there is an issue. If the board is hesitant to enact and enforce these new regulations as stated village wide, perhaps there could be a compromise with tying different rule sets according to zoning. The property around the lake has different zoning (R1B) and has the most saturation currently. Potentially, it could have a different density of short term rentals allowed. Maybe the current amount of short term rentals in the lake zoning area should be the maximum? I know they are saying there are no problems reported, but just living here and reading other comments, they do exist. Just because no one reported it does not mean it didn't happen. Nor does it mean it won't happen again. By not taking any action, I fear that the village is making itself a target for more of this. It will be harder to enact protections later when there is an even larger percentage. I am asking the board be proactive in protecting its residents, not reactive.

Thank you,

Dawn Graham

[redacted]

From: Jennifer Tryna
To: Village Clerk
Subject: Support for Proposed Tourist Rooming House Ordinance Restrictions
Date: Monday, April 27, 2026 7:13:37 PM

Jennifer Tryna
[redacted]
McFarland, WI 53558

April 26, 2026

Cassandra Suettinger
Deputy Administrator/Clerk
Village of McFarland
5915 Milwaukee St
McFarland, WI 53558

Re: Support for Proposed Tourist Rooming House Ordinance Restrictions

Dear Ms. Suettinger and Village of McFarland Board of Trustees,

I am writing to express my support for the proposed amendments to the Village's Tourist Rooming House (TRH) ordinance, specifically the 7-day minimum stay requirement and the 180-day annual operating limit.

The notable increase in short-term rentals in our area is alarming. Tax rooming houses, while offering economic benefit to small business owners and to an extent the Village, undermine the stability and character of residential neighborhoods when left unrestricted.

Frequent turnover in these lodging units creates disruptions that residential home-owners, traditional neighbors simply do not: unending stream of unfamiliar people, including renters, potential renters, cleaning services and small business support staff or crew, increased vehicles, traffic and impact on roads, parking and easement and shared driveways, inconsistent adherence to volume and noise standards, and a diminished sense of community connection. Implementing a 7-day minimum would reduce this churn, help attract guests who are more likely to respect the neighborhood as temporary residents rather than weekend tourists.

The 180-day annual cap addresses a related concern: properties operated year-round as de facto hotels remove housing from the long-term rental market and shift the character of a home from residence to commercial enterprise. Limiting operations to roughly half of the year preserves the option for homeowners to earn supplemental income while ensuring the property remains, in essence, a home rather than a lodging business.

The proposed amendments to the ordinance strike a reasonable balance. They do not ban short-term rentals outright; they simply align their regulation more closely with the residential zoning in which most TRH properties exist. Other Wisconsin communities have adopted similar measures and found them effective at striking a balance of competing rights.

I encourage the Village Board and its Trustees to take remedial action and adopt the more restrictive amendment. This will help ensure that small business owners who purchase lodging units to rent as tourist rooming houses or short-term rentals in a community, neighborhood setting operate in a manner that protects the health, safety, and quality of life for McFarland's residents and visitors alike.

Thank you for the opportunity to provide input.

Respectfully,

From: Sherry Blanchar
To: Village Clerk
Subject: Support of TRH Ordinance Updates
Date: Friday, April 24, 2026 10:20:16 AM

To: The McFarland Village Board Members

SUBJECT: TRH ORDINANCE UPDATES

I am writing in SUPPORT of the proposed TRH ordinance updates. Here are some of the reasons that have led me to this decision:

1. The frequent turnover of short-term rental (STR) guests—often every two to three days—can create a sense of instability for permanent residents, making neighborhoods feel more like commercial lodging districts than residential communities. In addition, there are legitimate safety concerns associated with this level of transience. Residents typically have little to no information about who is staying in nearby STRs. While platforms such as Airbnb and other short-term rental services may conduct background checks on the individual making the reservation, this vetting process often does not extend to all adult occupants. In some cases, particularly with last-minute bookings, background checks may not be completed prior to a guest's arrival. Moreover, background checks are inherently limited, as they only reflect documented past behavior. An individual may pass a screening process and still pose a potential risk. This uncertainty can contribute to heightened concern among residents, especially in neighborhoods with high-value lakefront properties, where there is also worry about individuals potentially surveying homes for criminal activity. For many residents, these factors raise broader safety concerns, particularly for families with children and other vulnerable individuals. The cumulative effect is a diminished sense of security in what is expected to be a stable and familiar residential environment.
2. Short term renters are often "on vacation" amid neighborhoods where children go to bed early and residents get up early to work as well as go to bed early because they need their sleep to be able to function at work. Unfortunately STR's are often used as "Party Houses" where guests stay up late, are drinking alcohol in excess, and regularly venture outdoors to enjoy the decks and surroundings. They often play loud music and engage in late night talking/shouting/laughter in neighborhoods that normally would have quieter atmospheres. The many Madison weekend events (UW football, basketball, hockey and volleyball games/tournaments, Ironman contests, CrossFit games, PGA Tournaments, local lakes, boating, fishing, ice fishing, biking trails, Farmers Markets, EPIC and World Dairy Conventions, etc. are just a few to mention) attracts massive numbers of tourists/guests to the area year-round making McFarland and its STR accommodations an attractive year round weekend destination as well as a vacation rental. Because there is SO MUCH incessantly going on in the area, the surge of guests staying in these neighborhood "hotels" lends itself to a constant flurry of revolving doors that turns the local neighborhoods into more of a commercial district rather than a quaint place to live and raise a family. In addition, because many of these STR's are on Lake Waubesa, the water serves as a sound conductor in which voices carry louder and farther than normal adding surplus noise to neighborhoods.
3. In a typical neighborhood, issues like those described above can often be resolved through direct communication between neighbors. However, when problems are caused

by guests staying in a short-term rental (STR), addressing those concerns can be far more difficult—or even impossible—especially when disturbances occur late at night, such as at 2:00 AM. This situation places an unfair burden on nearby residents, who may feel they have no choice but to contact the local police department for assistance. Common disruptive behaviors may include loud parties or hot tub use, intoxicated conduct, honking horns, or setting off fireworks. Because STR guests often lack a sense of accountability to the community, they may behave in ways that suit their own enjoyment but negatively impact the neighborhood. Unlike permanent residents, they do not have to face ongoing consequences, as they can simply leave and return to their own homes the next day.

4. Parking and traffic congestion are also significant concerns. In McFarland, 9 of the 14 short-term rentals (STRs) are located along the lake. Many of these homes are situated in older, densely built subdivisions with very narrow streets. In these areas, parking is often limited to one side of the street, and in some cases, only a single vehicle can pass through at a time when cars are parked. A property classified as residential may accommodate six to eight STR guests, many of whom arrive in separate vehicles and may also bring boat or snowmobile trailers. As a result, street parking—typically intended for neighborhood residents—becomes overcrowded, further contributing to congestion and limited accessibility.
5. Last but not last, it is important to protect the integrity of the value of homes in neighborhood with STR's. Certainly, if someone were buying or selling a home in a neighborhood in which a STR was located and operating 365 days a year, particularly if a STR was next door to the property on the market, its plausible to believe it would not increase the value of the home being sold. Instead, it likely would have profound adverse effects with financially crippling consequences resulting in the devaluation if the property.

I am also a property owner in another state where short-term rentals (STRs) expanded rapidly before local municipalities implemented regulations. During that time, many investors—often from out of state—purchased residential properties and converted them into STRs to maximize financial gain. The disturbances referenced above were not hypothetical; they were real and recurring.

Compounding the issue, many of these owners were unresponsive or entirely unreachable when problems arose, as they were not directly impacted by the disruptions. This lack of accountability created significant stress for neighboring residents and left municipalities struggling to respond after the fact. In many cases, local governments were forced to develop new regulations from scratch in order to establish reasonable protections and prevent residential neighborhoods from effectively functioning as full-time, hotel-like environments. In response, some municipalities have implemented measures such as requiring minimum rental periods of 30 days AND limiting the number of times a property can be rented annually to reduce the transient nature of these properties. Notably, these regulations were applied universally, without grandfathering existing STRs. In condominium settings, even stricter rules and safeguards were introduced.

In closing, given the current increase in STR activity in McFarland, I believe it is both reasonable and necessary to establish regulations that protect the integrity of residential neighborhoods. Without thoughtful oversight, there is a real risk that these areas could gradually shift toward a more commercial character. Residential zoning exists to preserve the quality of life for those who live in these communities, and residents deserve to have that

purpose upheld. The proposed TRH ordinance update appears to be a balanced and appropriate step toward achieving this goal. It introduces needed checks and safeguards while still allowing STRs to operate in a more controlled and responsible manner—helping to ensure that homeowners are not left to bear the burden of constant disruption.

Sincerely,

Cheryl “Sherry” Blanchar
[redacted]
McFarland, WI 53558

[redacted]

Sent from my iPhone

VILLAGE OF
McFarland

SUMMARY SHEET

MEETING DATE: **Tuesday, April 28, 2026**

SECTION: **Business**

DEPARTMENT: **Fire/EMS**

CONTACT: **Chris Dennis, Fire/Rescue Chief, Matt Schuenke, Village Administrator**

AGENDA ITEM: **Discussion and action regarding Resolution #2026-07: a resolution supporting collaboration with neighboring communities to explore the creation of a joint Fire and EMS Department.**

PREVIOUS ACTION:
None.

ISSUE SUMMARY:
The City of Fitchburg and Village of Oregon jointly issued a request for proposal earlier this year to find a consultant to help study the consolidation of their fire and rescue services. It is no secret that fire and rescue services struggle within this State and Country, not just locally. We are consistently challenged with high call volumes, shrinking paid on call numbers, expensive assets (facility, vehicle, and equipment), and staffing shortages. This is faced with an absolute need to respond time and time again leading to a large strain on what we do have. Consolidation is a possible solution to this to pool resources amongst neighboring communities to create a Department that can draw on a bigger territory and in turn be more resilient to these challenges even if they do not go away entirely. A joint Department would reorganize the Staff and Command Structure, all for better coverage, more consistent response times, sharing in the cost of assets, and improved training.There are several examples of this that have been implemented throughout the State with the first one going back 30 years ago.

While Fitchburg and Oregon took the lead to jointly issue the RFP, they left open the possibility that other neighbors might want to join this effort. Not surprisingly, several other neighboring communities have expressed interest to also participate in this work to see what a plan could look like. In addition to McFarland, this could possibly include Brooklyn, Cottage Grove, Monona, Stoughton, and Verona. The base proposal is included in the packet and the same approach would be applied once the final territory is determined. This would study what the organization would look like from an employment structure, provide information on coverage, estimate costs, and provide an outline to proceed into implementation. Developing the plan should be completed prior to the end of the year, and then working through the steps for implementation depending on if we want to join th effort when its done. Given we experience the same challenges in McFarland, we want to join the study to learn more about how a consolidation could look like in the future and help inform decisions on that basis for us in the process. We would enter into a contract with the Consultant as a means to join the effort, and the resolution simply acknowledges the need to study these challenges while reserving the right for decisions

later on what to do about it.

FINANCIAL/BUDGET IMPACT:
The cost for the Village is $9,075 which is in addition to what is quoted in the proposal for Fitchburg and Oregon. They would be responsible for that portion of the costs within the base proposal. We would fund this through the Capital Projects Fund.

VILLAGE PLAN REFERENCE:
None.

ORDINANCE REFERENCE:
None.

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:
Recommended Action:

Motion, second to approve Resolution #2026-07, a resolution support collaboration with neighboring communities to explore the creation of a joint Fire and EMS Department.

ATTACHMENTS:
1. 2026-07 Resolution on Joint Fire and EMS Collaboration
2. McMahon - Shared Fire and EMS Feasibility Study and Implementation Plan-Fitchburg Oregon

RESOLUTION 2026-07

A RESOLUTION SUPPORTING COLLABORATION WITH NEIGHBORING COMMUNITIES TO EXPLORE THE CREATION OF A JOINT FIRE AND EMS DEPARTMENT

WHEREAS, the provision of high-quality, reliable, efficient, and cost-effective Fire and Emergency Medical Services ("Fire and Rescue") is essential to protecting the health, safety, and well-being of residents, businesses, and visitors;

WHEREAS, local governments throughout Wisconsin are experiencing increasing demands on Fire and Rescue services due to rising call volumes, staffing challenges, training requirements, increasing complexity of emergency response, and capital needs;

WHEREAS, the Village recognizes the potential benefits intergovernmental cooperation, through coordinated emergency service delivery and collaborative regional solutions, may offer through improved efficiency, enhanced service levels, and strengthened long-term sustainability of Fire and Rescue operations;

WHEREAS, the Village of Oregon, City of Fitchburg, and/or other communities (collectively, "the Participating Communities") desire to collaboratively explore the feasibility and benefits of forming a Joint Fire and Rescue Department pursuant to applicable Wisconsin statutes;

WHEREAS, conducting an analysis of the steps required to form a Joint Fire and Rescue Department, integrate operations, and establish a timeline for implementation will support informed decision making by all Participating Communities; and

WHEREAS, the Village finds that allocating resources toward information and data gathering, analysis, and communication related to this exploration through the development of a plan is in the best interests of the community.

NOW, THEREFORE, BE IT HEREBY RESOLVED, that the Village Board of the Village of McFarland hereby expresses its support for collaborating with the Participating Communities in the exploration of forming a Joint Fire and Rescue Department to enhance the provision of Fire and EMS services; and

BE IT FURTHER RESOLVED, that the Village Administrator and Fire/Rescue Chief (or designees) are authorized to enter into the process of the Shared Fire Protection and EMS Feasibility Study and Implementation Plan being developed by Participating Communities.

Adopted at a regular meeting of the Village Board this 28th day of April, 2026.

APPROVED:

Stephanie Brassington
Village President

ATTEST:

Cassandra Suettinger
Deputy Administrator/Clerk

RESOLUTION 2026 – 07	
MOTION	SECOND
Peña	**Annen**
ACTION	DATE
Adopted	
Referred	
Tabled	
Withdrawn	
Defeated	
Published	
INDIVIDUAL VOTING RECORD	
Annen –	Boyd –
Brassington –	Fessler –
Leamy –	Neidinger –
Prill –	
VOTING RESULTS	
Motion Carried	
Motion Defeated:	

tschabbel@mcmgrp.com

PROPOSAL MARCH 2, 2026

PUBLIC SAFETY & MUNICIPAL MANAGEMENT
PROFESSIONAL CONSULTING SERVICES

SHARED FIRE PROTECTION AND EMS FEASIBILITY STUDY AND IMPLEMENTATION PLAN

CITY OF FITCHBURG AND VILLAGE OF OREGON

DANE COUNTY, WI

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McMAHON. YOUR FULL-SERVICE DESIGN & CONSULTING FIRM
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McMAHON ENGINEERS ARCHITECTS

March 2, 2026

City of Fitchburg and Village of Oregon
Attn: Chad Brecklin, City Administrator
Martin Shanks, Village Administrator

Re: City of Fitchburg and Village of Oregon
Shared Fire Protection and EMS Feasibility Study and Implementation

Dear Mr. Brecklin and Mr. Shanks:

We are pleased to submit a proposal for a Shared Fire Protection and Emergency Medical Services (EMS) Feasibility Study and Implementation Plan for the City of Fitchburg and the Village of Oregon. Our team's passion for Public Safety and working with fire departments provides the basis for our interest in submitting this proposal. Municipal Fire/EMS Consulting projects have become a major focus for McMahon Associates, Inc. (McMahon). Our teams have performed shared fire and EMS studies across Wisconsin. Studies have been or are in process in Ozaukee and Sheboygan County, the Cities of Oshkosh, Wauwatosa, West Allis, the Town of Algoma and the Villages of Butler, Caledonia, Mount Pleasant and Sturtevant.

McMahon's Public Safety & Municipal Management Group's focus is on national and international public management and public safety consulting services. Most of our clients are public sector entities: municipalities, counties, tribes, or special districts. Our team of consultants are all senior level staff and are either current or former municipal management and public safety practitioners.

Our extensive operational and strategic experience in the public safety area uniquely qualifies us for a project of this nature. The team has management, operational, technical, and consulting experience with all types of municipal and public safety operations experience.

Thank you for the opportunity to submit this proposal. If you have any questions or desire to schedule a meeting where we can present our proposal in more detail and answer any questions, please feel free to contact me at 574-274-4626 or by email at tschabbel@mcmgrp.com. We look forward to working with you on this important project!

Respectfully,
McMahon Associates, Inc.



Timm Schabbel
SENIOR PUBLIC SAFETY SPECIALIST



Mark Rohloff
DIVISION MANAGER

JOINT FIRE DEPARTMENT REVIEW PROPOSAL

QUALIFICATIONS, EXPERIENCE & FIRM PROFILE

McMahon provides public management consulting that provides professional, high quality public management consulting, project management, and other related services to organizations throughout the United States and abroad. McMahon is a privately held company with over a century long history as an architectural and engineering firm. In 2020, McMahon expanded services to municipal management and public safety consulting through acquisition of RW Management, Inc.

McMahon has offices in Wisconsin, Illinois, and Indiana and employs approximately 150 people. The Public Safety and Municipal Management Group at McMahon perform a large variety of public sector consulting and recruitment work. McMahon's Public Safety Team has significant background and experience in shared fire and EMS services and organizational consolidations. Our team has worked on recently or is currently working on fire and EMS shared services/consolidation projects across Wisconsin, including in Ozaukee and Sheboygan County, the Cities of Oshkosh, Wauwatosa, West Allis, the Town of Algoma and the Villages of Butler, Caledonia, Mount Pleasant and Sturtevant. Several team members are currently working or recently retired as fire chiefs in joint services delivery model agencies.

McMahon is currently working with the Cities of Wauwatosa and West Allis on implementing a recommendation from a McMahon study to consolidate the two municipal fire departments. We recently completed a study to consolidate the Village of Butler Fire Department into the Brookfield Fire Department.

Our consultants have served the needs of numerous municipalities throughout the United States and remain very active with several public safety and government related organizations including:

- Wisconsin State Fire Chiefs Association
- Indiana State Fire Chiefs Association
- International Association of Fire Chiefs
- Professional Ambulance Association of Wisconsin
- Wisconsin City/County Management Association
- International City/County Management Association
- International Association of Police Chiefs
- Wisconsin Society of Certified Public Managers
- Wisconsin State Police Chiefs Association
- Wisconsin Association of Public Safety Communications Officials

Our consultants possess in-depth knowledge of relevant aspects of public service, which include administration, consolidations, communications, organization, labor relations, human resources, economics, and industry national standards. This knowledge allows us to provide clients with an intellectual and objective analysis of the information received. This information is presented in an easily understood format, allowing policy boards to make knowledgeable and informed decisions.

Project progress is measured against an established work plan, timetables, budget, and list of deliverables. Project methodology includes frequently scheduled progress meetings to discuss progress as well as new or unanticipated issues. The work plans are focused, coordinated, and logical. Project team members are also available throughout the duration of the project.

METHODOLOGY & APPROACH TO SCOPE OF SERVICES

Our approach to this project requires a clear understanding of the current fire and emergency medical services operations, staffing, and administration in the City of Fitchburg and Village of Oregon. The key elements of our methodology include:

- A clear understanding of the project background, complex issues involved, and the specific goals and objectives.
- A work plan that is comprehensive, well designed, practical, and provides ample opportunity for client input.
- Sufficient resources and a commitment to successfully completing the project within the desired time frame and at a reasonable cost.

CLIENT INPUT

To develop a comprehensive Shared Fire Protection and EMS Feasibility Study and Implementation Plan and make specific recommendations, it is critical that we receive quality information from officials, staff, and members of the respective fire and EMS departments. Accordingly, our approach includes regular meetings with the fire and EMS departments, along with other city/village departments and neighboring agencies that would have valuable information regarding the current status of fire and EMS services in the City of Fitchburg and Village of Oregon.

PRACTICAL RECOMMENDATIONS

Our goal is to provide you with realistic recommendations for the evaluation of fire and emergency service shared delivery structures, cost savings, providing analysis on alternative organizational structures to improve efficiency, and identify opportunities for collaboration that can result in improved sustainability of services. These recommendations need to be based on sound practical standards, economics, operational effectiveness and are feasible under Wisconsin Statutes.

PROJECT MANAGEMENT

A successful assessment and the provision of effective recommendations require a special effort to ensure that all levels of the project receive adequate attention, and those findings and recommendations are thoroughly coordinated. This is accomplished by the development and adherence to a project work plan, clear management team assignments, and frequent communications with city/village and fire department administrations.

SCOPE OF WORK

PROJECT KICKOFF

- Develop a project team of appropriate users and stakeholders to oversee and participate in the project. The project team will coordinate project schedules, evaluate findings and recommendations, and review and present the final documents.

- Prepare for and conduct a Project Planning Meeting with McMahon Project Manager, the Project Team, and key project personnel. The purpose of the meeting will be to define scope and mission, discuss the work plans, establish liaison responsibilities, coordinate project schedules, and confirm other general arrangements.

INITIAL ASSESSMENT AND OBSERVATIONS

- Obtain and review documentation pertaining to this project, such as existing Fire-EMS department documentation, policies, and procedures, detailed call volume statistics, community development plans, service contracts, surveys, capital improvement plans, and previous studies. Data analysis will include review of call types, locations, date/times of calls, agencies responding to those specific calls, number of personnel responding to calls for service, and response times. This information will also be evaluated through our Geographical Information System mapping systems.

CONTINUED ASSESSMENT AND DOCUMENTATION

- Assess the current Fire-EMS operations and shared services in order to begin to assess future needs. Methods include conducting interviews and on-site observations with representatives of the fire and EMS departments, city/town administrations, and neighboring agencies. The interviews and observations will be held in both group and individual settings.

  Interviews and observations will primarily focus on the following issues:

  - Current fire and EMS operations, staffing, and levels of service.
  - Fire and EMS service workload call volume and activity.
  - Fire and EMS operations and service expectations.
  - Current and anticipated budget issues.
  - Major equipment needs.
  - Economic development plans.
  - Facilities.
  - Shared services.
  - GIS Station and response analysis
  - Long term sustainability

- Prepare for and facilitate a project status meeting to discuss the results of the interviews and on-site observations and to review the next steps of the project.

SCOPE OF WORK

ANALYSIS, PERFORMANCE REVIEW AND RECOMMENDATIONS

- Determine any changes, future trends, or public safety industry standards related to operational requirements. During the development of all recommendations, McMahon will consider many factors and standards as a basis for recommendations, including:
    - State of Wisconsin Statutes and Administrative Code
    - National Highway Safety Traffic Administration (NHSTA)
    - Federal Emergency Management Agency (FEMA)
    - Local Related Ordinances
    - Commission on Fire Accreditation International (CFAI)
    - National Fire Protection Association (NFPA)
    - Commission on Accreditation of Ambulance Services (CAAS)

- Prepare for and facilitate a Recommendations Meeting to present preliminary findings and obtain feedback from the Project Team.

- Develop a comprehensive, detailed Joint Fire - EMS Department Study (Analysis), utilizing the information provided by the documentation and data received, the interviews, and on-site observations. The analysis will be produced in print-ready and digital format.

  An Executive Summary will also be produced for a non-technical audience. All documents and presentation materials will be provided in a format accessible to municipal staff.

  The projected growth and level of service needs will be considered during the development of this analysis to include:

    - Legal and organizational pathways for creation of shared fire and EMS service delivery models in the State of Wisconsin.
    - Evaluation of governance models for delivery of shared fire and EMS service delivery.
    - A recommendation on a formation approach with supporting rationale.
    - Assessment of current staffing levels, roles and deployment models in both municipalities.
    - Recommended unified staffing model
    - Recommended organizational chart
    - Strategies for effectively integrating existing personnel from all participating agencies into the new structure.
    - Condition assessment and inventory of current apparatus, equipment and supporting technology.
    - Evaluation of physical condition and geographic suitability of existing fire and EMS facilities.
    - Identification of necessary facility upgrades, replacements, or requirements for new construction.
    - Recommendations for equipment standardization and future deployment strategies.
    - A plan for incorporating current staffing, equipment, facilities and existing contracts into a combined arrangement.

- ❖ Identification of operational redundancies and specific opportunities for consolidation to improve service.
- ❖ An outline of transition strategies designed to minimize or eliminate service disruptions during the merger.
- ❖ A detailed estimate of one-time costs required to establish a combined service arrangement.
- ❖ Ongoing operational costs projections for 5-, 10-and 20-year benchmarks.
- ❖ Comparison of operational cost projections to "status quo" service delivery model.
- ❖ Identification of potential cost savings or necessary increases in funding.
- ❖ Recommendation of funding options, including shared cost formulas, capital improvement planning and grant opportunities.
- ❖ Details of operational benefits and specific challenges associated with a shared delivery model.
- ❖ Analysis of impacts on response times, service levels, and overall community risk reduction.
- ❖ Evaluation of impacts on the workforce and general community considerations.
- ❖ Plan for full operational integration.
- ❖ Identification of key milestones and decision points.
- ❖ Identification of required local and/or state approvals.
- ❖ Recommended timeline for full operational consolidation.
- ❖ Strategies for managing the organizational and cultural changes inherent in a merger.
- ❖ Other issues identified during the analysis.

DOCUMENT PREPARATION AND REVIEW

- List and describe the findings and recommendations with regard to shared service delivery outlined in the Scope of Services above.
- Assemble the Analysis document by performing a detailed quality assurance review of the document to ensure that the document meets the expectations of the Project Team and conforms to McMahon's standards.
- Prepare, produce, and deliver the draft Analysis to the Project Team for review. Facilitate a Report Delivery Meeting to review content as well as schedules and expectations for the remaining project steps.
- Facilitate an Analysis Review Meeting with the Project Team approximately one (1) week after initial delivery to answer questions regarding the content of the Analysis. Make any changes to the Analysis based on the discussions at the Analysis Review Meeting. Produce and deliver final document copies to the Project Team.
- Facilitate an Analysis Review Presentation to both the City Council and Village Board and a presentation for a joint community meeting.

McMAHON TEAM

Personnel assigned to this project are selected from McMahon Associates, Inc. (McMahon). The Project Manager supervises the project team and clerical personnel support the team. The combined resources ensure that the client receives the best possible combination of professional attention.

TIMM SCHABBEL – PUBLIC SAFETY SPECIALIST

Timm will serve as the project manager and has nearly 40 years of service in the emergency services, including over 25 years as the executive chief of an internationally accredited fire department. As Fire Chief, he Initiated and led two (2) successful fire department mergers and transitioned from a traditional Township Fire Department to a Fire Territory that currently serves five (5) separate governmental entities. Timm holds a master's degree in organizational leadership and a bachelor's in fire service management. He also earned an Executive Certificate in Public Policy from Harvard's Kennedy School, completed the Executive Leaders Program at the U.S. Naval Postgraduate School, and attended Harvard's National Preparedness Leadership Initiative. In 2007, Schabbel was recognized as Indiana's first "Fire Chief of the Year" by the Indiana Fire Chiefs Association. Upon his retirement in the spring of 2024, Indiana Governor Eric Holcomb awarded Timm the Sagamore of the Wabash, the state's highest honor for distinguished Hoosiers.

JEFFREY R. ROEMER – PUBLIC SAFETY MANAGER

Jeff has over 40 years of experience in public safety and is currently Public Safety Manager of the Public Safety & Municipal Management Division for McMahon. Jeff is a certified public manager and has been providing full-time public safety management consulting for the last 25 years. He worked as a Fire Chief, Police Chief, EMS Director, and Emergency Management Director before moving into public management consulting. He has worked with over 300 public safety clients nationwide and internationally.

ROBERT C. WHITAKER – SENIOR PUBLIC SAFETY SPECIALIST

Robert has over 30 years of experience in the fire, emergency medical and emergency management field. He currently works as a Fire & EMS Chief/Administrator of a consolidated fire and emergency services department in Wisconsin. Before his position as Chief, he worked as a Deputy Chief of Administration, Battalion Chief and Training Chief. Robert has worked as a consultant on a variety of public sector management projects, including multiple projects on fire service consolidation and shared service initiatives.

KEVIN I. BIERCE – SENIOR PUBLIC SAFETY SPECIALIST

Kevin will assist the Project Team with review of project specific information and processes as well as advise on findings and recommendations. Chief Bierce has been the Fire Chief for the City of Pewaukee Fire Department since 2008 where he oversees all emergency operations. Prior to becoming Chief, he worked in various positions including Assistant Chief, Division Chief of Prevention, Captain, and Lieutenant. As Division Chief of Inspections, Kevin worked to combine the building inspection department of two communities under the authority of the Fire Department to create the Building Services Division overseeing building, zoning, and plan review of all structures in the Village and City of Pewaukee. He is a licensed building official and serves by appointment of the Governor of Wisconsin on the Wisconsin Commercial Building Code Council, responsible for the oversight and review of the Wisconsin Building Codes.

McMAHON TEAM

GERALD W. KUDEK – PUBLIC SAFETY SPECIALIST

Gerald is an experienced and dedicated public safety professional with over 38 years of experience in the fire service. Starting as a paid-on-call firefighter, he advanced to a full-time career and has served in every aspect of the fire department, from firefighter/EMT, Motor Pump Operator, Lieutenant in charge of Training, Battalion Chief, and to his last 10 years as Fire Chief. His strong leadership and relationship building skills were key as the department gained City Council approval of 9 new firefighter positions (without grant or referendum), as well as moving forward with new station construction and a station remodel. His areas of expertise include fiscal responsibility, problem solving, and innovative thinking.

KEVIN K. KLOEHN – PUBLIC SAFETY SPECIALIST

Kevin has over 31 years of experience in the Fire, Emergency Medical, and Emergency Management field. He recently retired as a Fire Chief of a consolidated fire department in Wisconsin. Before his position as Fire Chief, he worked as a Shift Commander/Battalion Chief, Captain, and Driver. Prior to becoming a career Fire Chief, Kevin worked as a Fire Chief for a Volunteer Department for 8 years in which he consolidated two (2) Fire Departments within a Community. Kevin has experience on two (2) major Consolidation Projects, Strategic Planning, Emergency Operations Planning, and developing Training Plans for new Firefighters.

RUSS M. VAN GOMPEL – PUBLIC MANAGEMENT SPECIALIST

Russ will assist the Project Team and has over 39 years of experience in local governments serving in the States of Wisconsin and Minnesota. His experience includes working in the governments of large cities to smaller units of government and includes public cooperation agreements, public-private partnerships, and impact fee analysis and forecasting. Russ previously served as the Finance Director for the City of Oshkosh.

MARK A. ROHLOFF – DIVISON MANAGER

Mark is a successful, results oriented public manager with over 40 years of diverse experience in strategic planning, budgeting, finance, continuous improvement, personnel, public works and utilities, economic development, and intergovernmental relations. He has served as a manager and administrator for 3 different Wisconsin cities and towns and has worked in cities ranging from 5,000 to 450,000 in population in Wisconsin, California, and Colorado. Mark has held leadership positions with the Wisconsin City-County Management Association, the League of Wisconsin Municipalities, and League Mutual Insurance, and has been a member of the adjunct faculty at UW Oshkosh.

FEE SCHEDULE

PROJECT FEE

McMahon Associates, Inc. proposes to provide the Scope of Services described in this Proposal for the Shared Fire Protection and Emergency Medical Services Feasibility Study and Implementation Plan Analysis as follows:

Not to Exceed: $65,000

Upon acceptance of this Proposal, McMahon will prepare an Agreement incorporating the Scope of Services and terms outlined here. All services will be provided in accordance with our General Terms & Conditions, dated November 3, 2025 which will be incorporated into the Agreement for reference.

Invoices will be sent every month based on the previous months' time and expenses.

Estimated Cost Breakdown Based on Not to Exceed Fee:

- District Formation Options: $5,900
- Staffing and Organizational Structure: $7,550
- Equipment Facilities Assessment: $9,200
- Resource Integration Plan: $9.000
- Financial Analysis: $10,000
- Comprehensive Impact Analysis: $8,000
- Implementation Plan: $7,650
- Final Deliverables and Presentations: $7,700

PROJECT SCHEDULE

McMahon has the staff available to begin this project immediately upon award. Based on our prior experience on similar projects, it is estimated that this analysis will take approximately five (5) months to complete, although we will endeavor to complete it sooner to meet the needs of the City and Village. This timeline is contingent upon data being readily available and in a format that facilitates analysis.

SCALING OF PROJECT

Should additional communities come forward with interest to participate in this Analysis, McMahon is able to scale the project. Additional municipalities will be asked to respond to a data and document request similar to that of the originating municipalities and participate in interviews and facility tours. To the degree that a municipality is added to the study earlier and prior work does not have to be repeated, additional costs can be avoided or minimized. If a municipality is added to the study later and work has to be repeated or duplicated, the cost may be greater. Fee adjustments would be documented via a contract amendment. Additional work will be charged at an hourly rate of approximately $180 per hour. It is estimated, depending on size of the municipality/department, the additional work would range from $18,000 to $30,000.

REFERENCES

CITIES OF WEST ALLIS AND WAUWATOSA
Shared Fire/EMS Service Review
James Archambo, City Administrator
7725 W. North Avenue
Wauwatosa, WI 53213
414-479-8915

SHEBOYGAN COUNTY
County Wide Fire-EMS Analysis
Steve Steinhart, Dir. Of Emerg. Management
508 New York Avenue
Sheboygan, WI 53081
920-459-3360

VILLAGES OF MOUNT PLEASANT, STURTEVANT, AND CALEDONIA
Shared Fire/EMS Service Models
8811 Campus Drive
Mount Pleasant, WI 53406
(262) 664-7818

VILLAGE OF MUKWONAGO
Fire Organizational Analysis
Fire Chief Jeff Stein
440 River Crest Ct
Mukwonago, WI 53149
(262) 363-6420

HOLMEN AREA FIRE DISTRICT
Fire Management Counsel
President Patrick Barlow
710 S. Main Street
Holmen, WI 54636
(608) 526-9363

VILLAGE OF BUTLER
Fire Consolidation Study
Benjamin Hubrich, Village Administrator
12621 W. Hampton Ave.
Butler, WI 53007
262-783-2525

CITY OF LAKE ELMO
Fire Organizational Analysis
Kristina Handt, City Administrator
3880 Laverne Avenue, Suite 100
Lake, Elmo, MN 55042
(651) 747-3905

CITY OF WAYZATA
Fire Organizational Analysis
Kevin Klapprich, Fire Chief
600 Rice Street East
Wayzata, MN 55391
(952) 404-5338

VILLAGE OF GERMANTOWN
Fire Management Counsel Services
Steven Kreklow, Village Administrator
N112W1701 Mequon Road
Germantown, WI 53022
(262) 250-4775

VILLAGE OF
McFarland

SUMMARY SHEET

MEETING DATE: **Tuesday, April 28, 2026**

SECTION: **Business**

DEPARTMENT: **Community Development**

CONTACT: **Lee Igl, Public Works Director, Kong Thao, Associate Planner**

AGENDA ITEM: **Discussion and action on the continuation of the Dane County Waste & Renewables food scraps compost program.**

PREVIOUS ACTION:
March 10, 2026 Joint Village Board/Sustainability & Natural Resources Committee discussed a summary of accomplishments in 2025.
April 13, 2026 Sustainability & Natural Resources Committee recommended continuation of the Dane County Waste & Renewable food scraps compost program to the Village Board.

ISSUE SUMMARY:
At the February 11, 2026 Joint Village Board and Sustainability & Natural Resources meeting, the body reviewed Staff's summary on the accomplishments the Village had achieved in 2025. Among the accomplishments was a pilot Food Scraps Program that began in June 2025 in partnership with Dane County Waste & Renewables and several other communities. Village Staff shared that the program would end in May 2026 due to the grant funding ending. The Joint Body expressed interest in the continuation of the Food Scraps Program at the meeting. Included in the packet is a scheduled quote for pickup expenses for 1-4 cars provided by Dane County Staff for interested communities looking to continue the program. The quote reflects weekly, four-week, and fifty-two-week total costs estimates. At a weekly cost, it states $102.40. Assuming the program continues until the end of 2026, beginning June 1, 2026 until December 31, 2026, there are 30 weeks left in the year. This comes to ~$3,072.00.

Dane County Food Scraps Summary
The Dane County Food Scraps program was made possible through a federally funded grant (USDA Composting and Food Waste Reduction, CFWR) awarded to Dane County Waste & Renewables in late 2023. The Village is one of seven participants in the compost drop-off program, including the City of Middleton, the City of Fitchburg, Dane County Landfill, Warner Park, the Henry Vilas Zoo, and Verona-Badger Prairie Campus. Installation of a kiosk outside the Public Works Building was approved by the Plan Commission at the April 15, 2025 meeting. Grant funding is expected to end in May 2026. The kiosks are expected to be removed by Dane County. Participation is free and registration is required through Dane County's project website. Upon completion of a registration, participants will receive a code for the respective bins. The bins are locked to deter rodents and prevent damage from weather-related events. See the link to the FAQs for more information. The packet includes the 2025 Annual Report for Food Scrap provided by Dane County, a comparison of each participating community's achievements, and data analysis. From the start June 2025 through to April 2026, registrations from the Village of

McFarland contributed an estimated 13,425.8 lbs of food scrap waste. This was achieved through 279 registered participants in McFarland, an average of ~48.12 lbs per person. In total, the entire program has collected nearly 75 tons (149,339.5 lbs) of food scrap waste.

Program continuation option
If the program is approved for continuation through 2026 by the Village Board, Dane County will defer payment until 2027. Staff will request additional funding out of Storm Water Fund for both the 2026 and 2027 expenses. If this is not approved by the Village Board within the 2027 budget, the Village will pay for 2026 expenses out of Public Works operations and will have to discontinue the program after 2026.

FINANCIAL/BUDGET IMPACT:
Weekly cost provided by Dane County Department of Waste & Renewables come to $102.40 for 1-4 cart pick-ups/week. From June 1, 2026 until December 31, 2026, there are approximately 30 weeks. This gives an estimated total of $3,072.00 in cost. If the decision for another full year, that total annual cost estimate is $5,300.00. An invoice for lump sum annual payment at the start of services and annually in April thereafter.

VILLAGE PLAN REFERENCE:
Sustainability Plan, 2021
This item supports the efforts stated within the Solid Waste Actions Long Term Actions, "*Create a Village composite site for food waste.*" While the program is not directly hosted by the Village, this regional program provides collaborative participation and local support to ensure succes.

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:
Recommended motion:

> Motion, and second, to approve continuation of the Dane County Waste & Renewable food scraps compost program until the end of 2026, with additional funding for 2027 to be considered within the 2027 Storm Water budget.

ATTACHMENTS:
1. Quote_DC Scrap Stop 1-4
2. 2025 Annual Report_Food Scrap Stop- McFarland_02.03.2026
3. Food Scraps Data Reporting_VOM_04.28.2026

FOOD SCRAP STOP
FROM KITCHEN TO COMPOST | DE LA COCINA AL COMPOST

QUOTE

Food Scrap Stop
1-4 carts

Dane County Department of Waste & Renewables
1919 Alliant Energy Center Way,
Madison, WI 53713
Phone: 608.206.6952
Email: Gobster.Delaney@DaneCounty.Gov

Quote #:
Date:
Service Initiation Date:
Regularly scheduled services:
Service Location:

To (Program Contact):

Attn	
Address	
Phone	
Email	

To (Billing Contact):

Attn
Address

Description	Quantity	Weekly Cost
Food scraps handling	1-4 carts/wk (65-gallon)	$17.40
Labor + outreach	Weekly service + program administration (single location)	$80.00
Consumable supplies	Weekly supplies + fuel surcharge (single location)	$5.00
Totals	Weekly Total	$102.40
	Four Week Total	$409.60
	Fifty Two Week Total	$5,324.80
	Final Annual Estimate	**$5,300.00**

The following quote reflects the annual cost of once per week pickup service of one to four 65-gal carts for food scrap collection. The billing contact listed will be sent an invoice for lump sum annual payment at the start of services and annually in April thereafter. Should the quoted organization decide to change the service capacity of the associated site, a new quote shall be issued to reflect updated pricing. Please refer to the Food Scrap Collection Agreement for additional service terms.

To accept the above cost and initiate service, please sign below:

Signature: Date:

DANE COUNTY DEPARTMENT OF WASTE + RENEWABLES

2025 Annual Report

FOOD SCRAP STOP

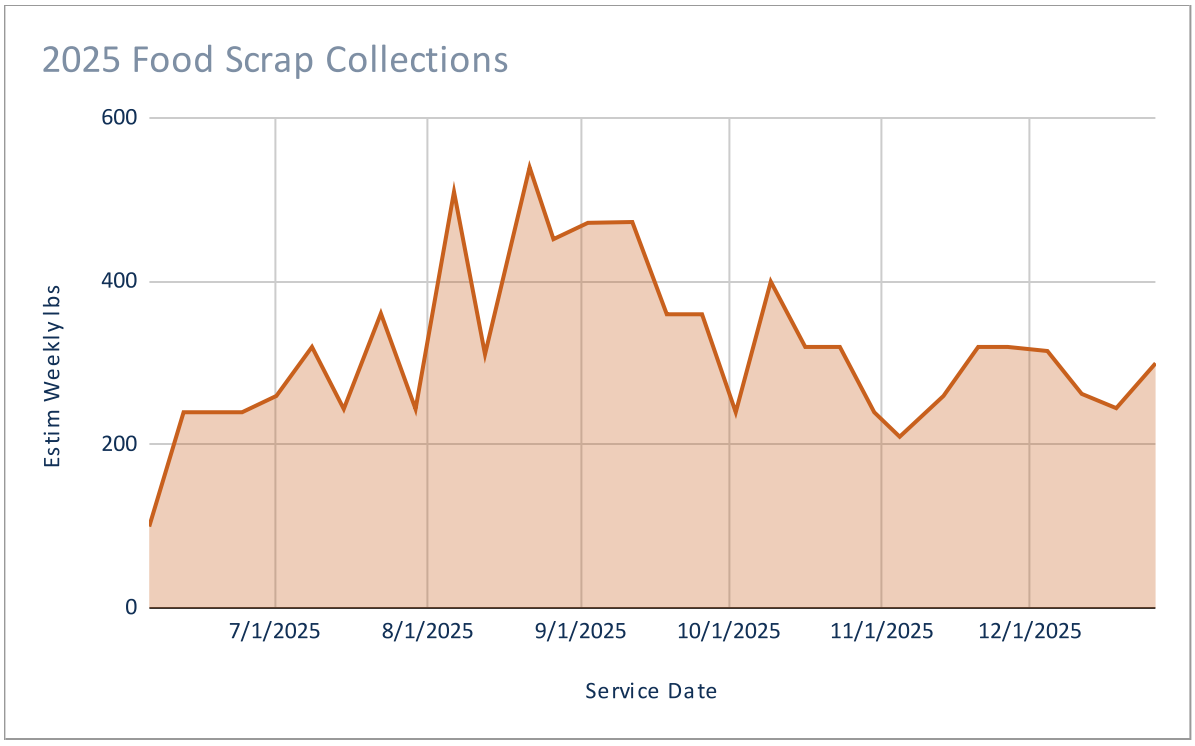
FROM KITCHEN TO COMPOST | *DE LA COCINA AL COMPOST*

Food Scrap Stop- McFarland

Service Date	Cart 1 Vol (gal)	Cart 2 Vol (gal)	Cart 3 Vol (gal)	Weekly Vol (gal)	Estim Weekly lbs
6/5/2025	10	15	0	25	100
6/12/2025	15	20	25	60	240
6/24/2025	15	20	25	60	240
7/1/2025	10	25	30	65	260
7/8/2025	35	20	25	80	320
7/15/2025	30	20	15	65	244
7/22/2025	30	25	30	85	361
7/29/2025	35	15	15	65	244
8/6/2025	50	35	35	120	510
8/12/2025	30	45	0	75	311
8/21/2025	45	42	30	120	540
8/26/2025	38	35	40	113	452
9/2/2025	30	35	40	105	472
9/11/2025	45	35	25	105	473
9/18/2025	25	35	20	80	360
9/25/2025	30	35	15	80	360
10/2/2025	15	20	25	60	240
10/9/2025	30	50	20	100	400
10/16/2025	35	30	15	80	320
10/23/2025	20	30	30	80	320
10/30/2025	15	35	10	60	240
11/4/2025	20	35	15	70	210
11/13/2025	45	20		65	260
11/20/2025	40	40		80	320
11/26/2025	45	35		80	320
12/4/2025	45	45		90	315
12/11/2025	40	35		75	263
12/18/2025	30	40		70	245
12/26/2025	30	45		75	300
2025 Food Scrap Collection Totals				**2,288**	**9,240**

Location Notes
Minor resident contamination present. Included non-compliant BPI compostable bags, produce stickers, twist ties. Outreach in progress to registered residents to prevent future instances.

Registrations	As Of:
151	June
180	July
198	August
218	September
225	October
228	November
250	December



Estimated Landfill Emissions Diverted*:

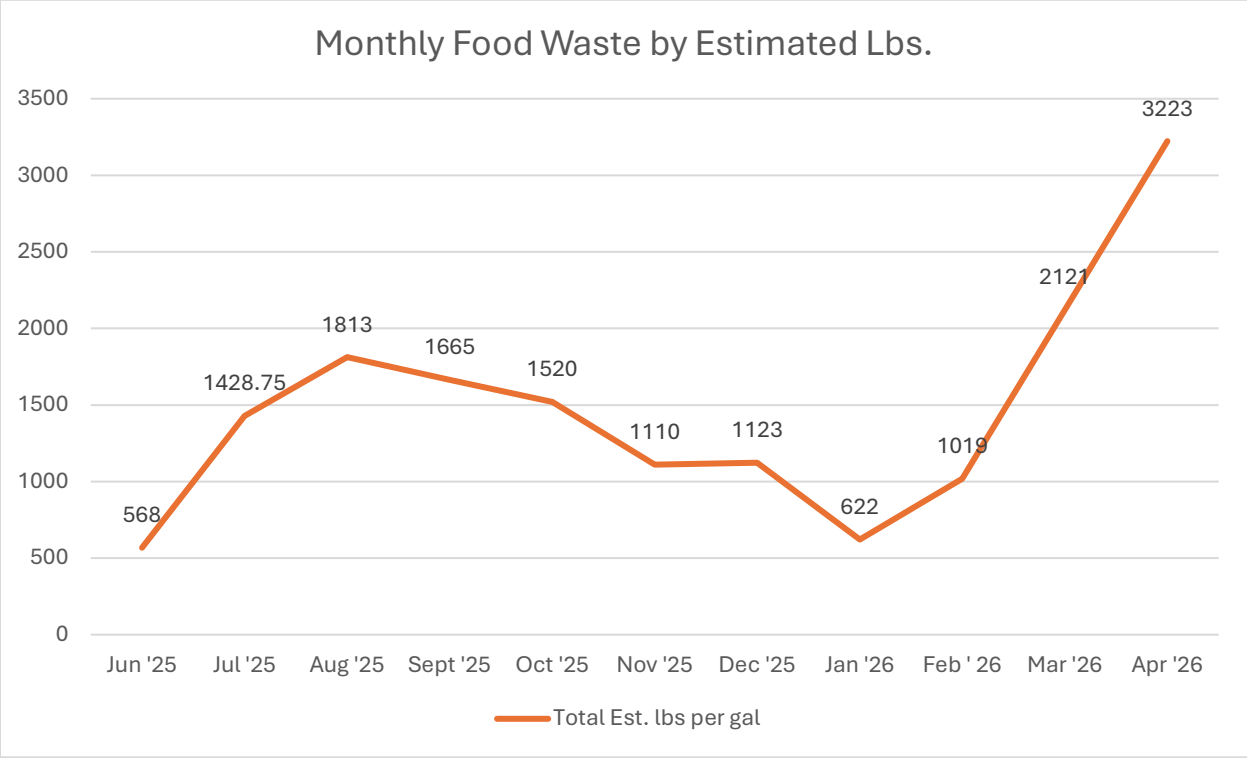
15.26 MTCO2e Savings

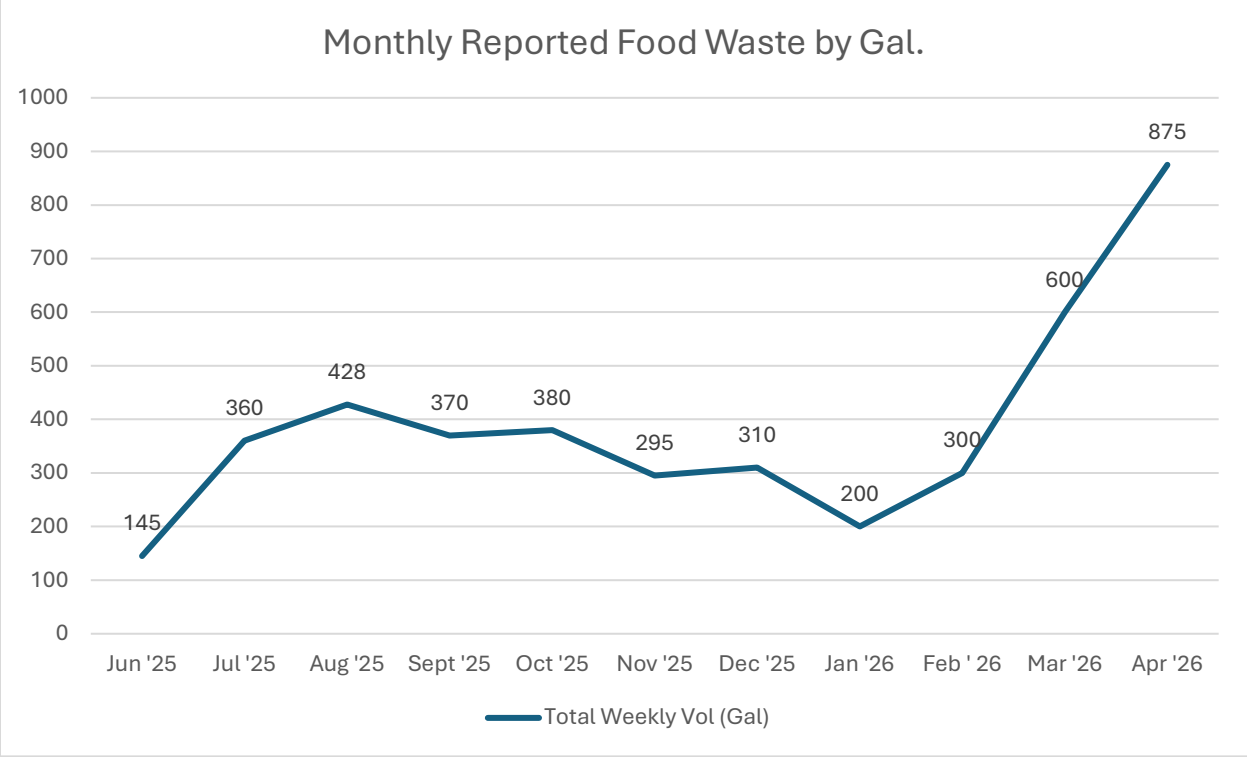
DANE COUNTY DEPARTMENT OF WASTE + RENEWABLES

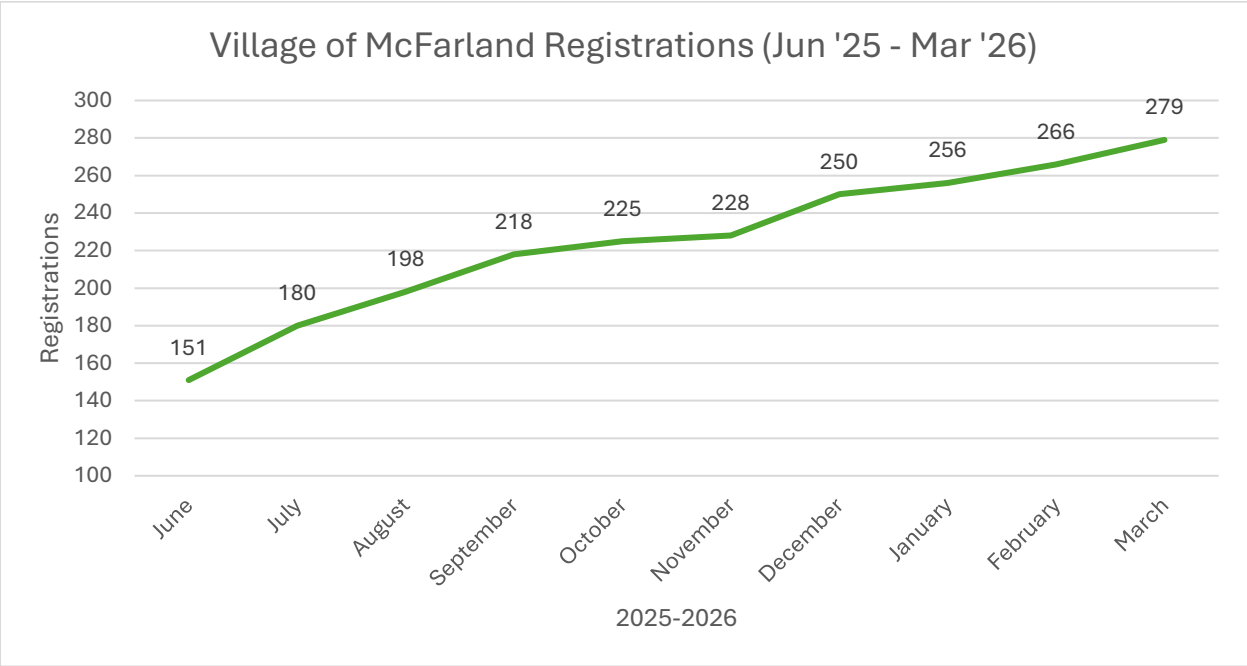
**Calculations based on EPA guidance linked below, includes Dane County landfill adjustment factors.*

https://www.epa.gov/land-research/quantifying-methane-emissions-landfilled-food-waste

There are two carts at the McFarland Public Works location and there are weekly scheduled pickups, averaging 4-5 pickups per month. *January included only 2 pickups.*







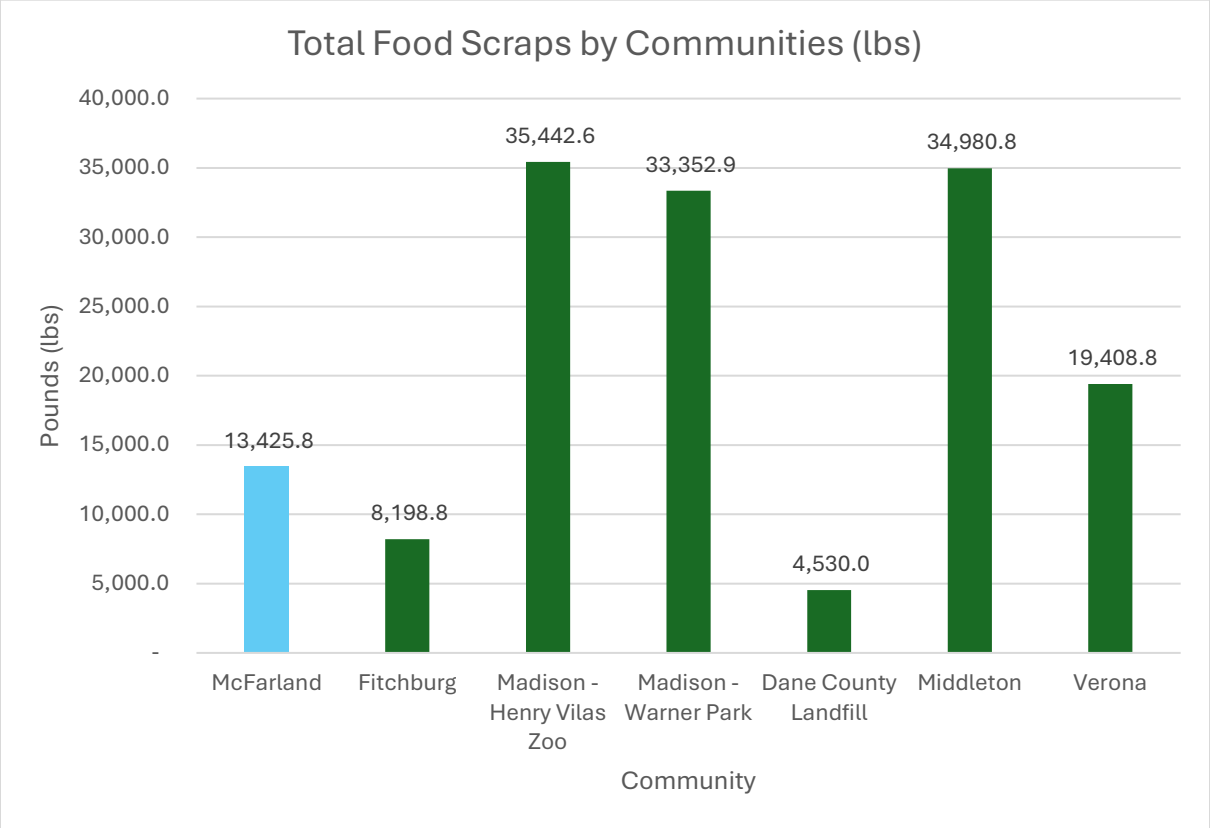
**The program started in June 2025; April 2026 has not passed and was not provided by Dane County W&R.*

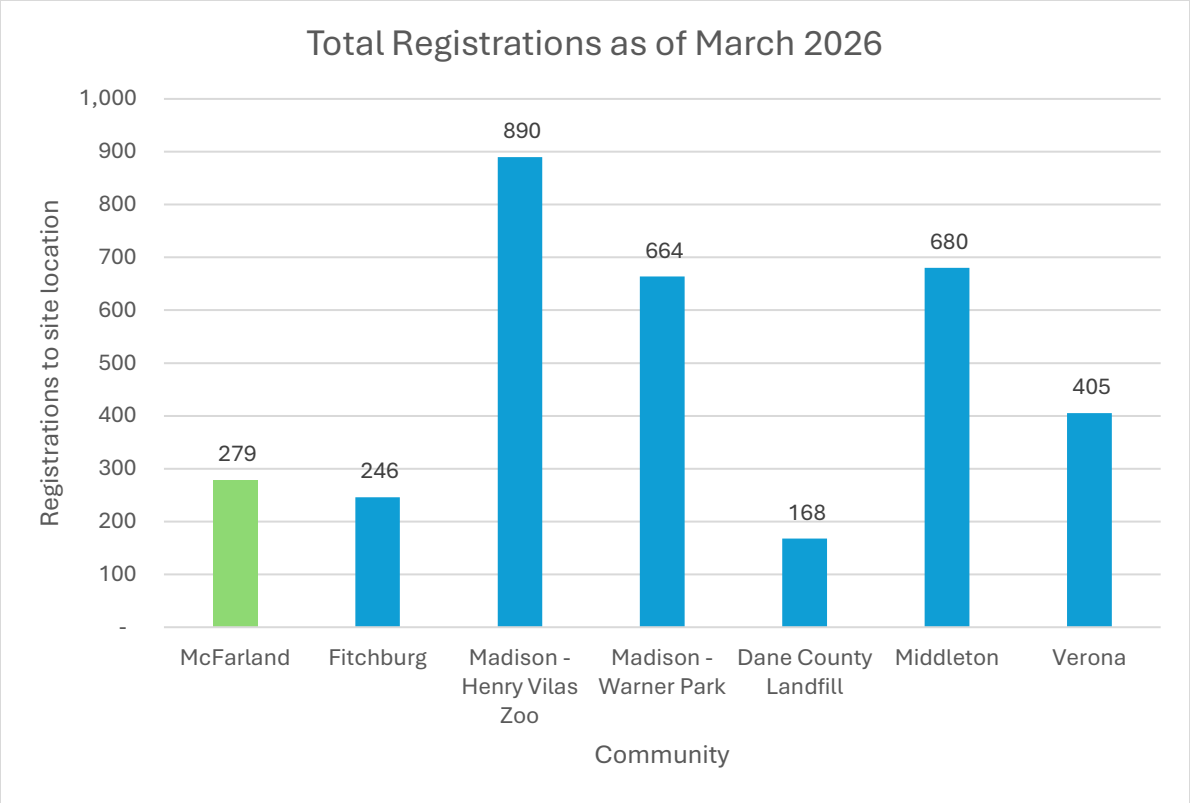
Table comparing all participating communities and their contributions as of April 23, 2026.

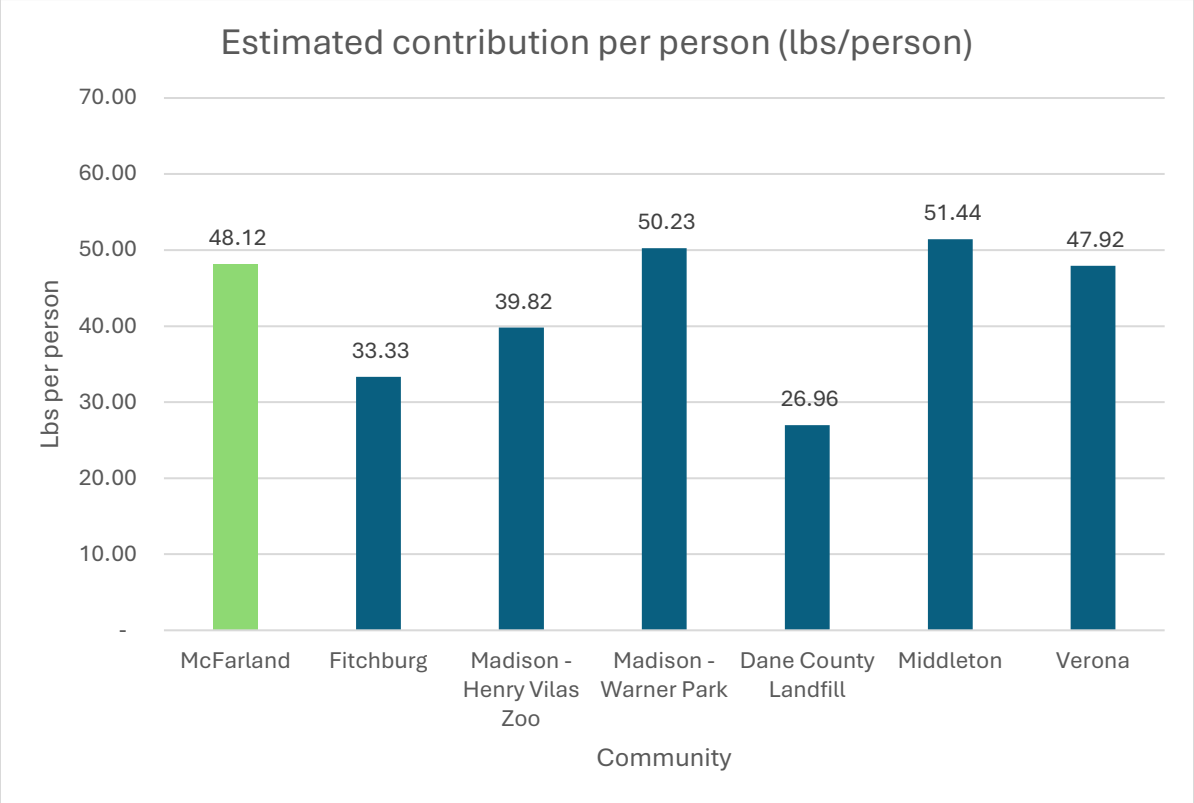
	DOA Pop Est.	Total by Gal	Total by lbs	Registrations	Per Person
McFarland	9,737	3,528	13,425.8	279	48.12
Fitchburg[1]	36,197	2,265	8,198.8	246	33.33
Madison - Henry Vilas Zoo	296,147	8,172	35,442.6	890	39.82
Madison - Warner Park	296,147	8,828	33,352.9	664	50.23
Dane County Landfill	611,149	1,177	4,530.0	168	26.96
Middleton	24,595	9,226	34,980.8	680	51.44
Verona[2]	16,796	5,128	19,408.8	405	47.92
Total		38,324	149,339.5	3332	44.82

[1] *Fitchburg joined in August 2025, ~9 months of collection*

[2] *Verona joined in November 2025, ~6 months of collection*




Total Registrations as of March 2026
Registrations to site location
1,000
900
800
700
600
500
400
300
200
100
-
279
246
890
664
168
680
405
McFarland
Fitchburg
Madison - Henry Vilas Zoo
Madison - Warner Park
Dane County Landfill
Middleton
Verona
Community


Estimated contribution per person (lbs/person)
Lbs per person
70.00
60.00
50.00
40.00
30.00
20.00
10.00
-
48.12
33.33
39.82
50.23
26.96
51.44
47.92
McFarland
Fitchburg
Madison - Henry Vilas Zoo
Madison - Warner Park
Dane County Landfill
Middleton
Verona
Community

The Wisconsin Department of Administration's 2025 population estimate for the participating communities are provided. The following table provides the level of participation in each of the communities registered to these sites. The Village of McFarland has the highest participation rate.

	DOA Pop Est.	Registrations	Ratio
McFarland	9,737	279	2.87%
Fitchburg	36,197	246	0.68%
Madison - Henry Vilas Zoo	296,147	890	0.30%
Madison - Warner Park	296,147	664	0.22%
Dane County Landfill	611,149	168	0.03%
Middleton	24,595	680	2.76%
Verona	16,796	405	2.41%

VILLAGE OF
McFarland

SUMMARY SHEET

MEETING DATE: **Tuesday, April 28, 2026**

SECTION: **Business**

DEPARTMENT: **Community Development**

CONTACT: **Andrew Bremer, Comm & Eco Dev Director**

AGENDA ITEM: **Discussion and action regarding the issuance of a Request for Proposals for the update of the Village's 2017 Comprehensive Plan.**

PREVIOUS ACTION:
November 18, 2025 Plan Commission initial project scoping and RFP discussion.
February 19, 2026 joint CDA and Plan Commission meeting to discuss Village Board referral to consider creating a plan to engage with the community regarding the 2023 East Side Plan and comprehensive plan project scoping discussion.
March 11, 2026 CDA meeting to recommend the draft RFP.
March 17, 2026 Plan Commission postponed action to recommend the draft RFP subject to review of additional modifications discussed that evening.
April 21, 2026 Plan Commission unanimously recommended approval of the RFP.

ISSUE SUMMARY:

Included in the packet is an updated copy of the draft Request for Proposals to update the Village's 2017 Comprehensive Plan. The RFP includes language to address comments received from March 11 CDA meeting and March 17 Plan Commission meeting. The latter is shown as track changes in the RFP to aid in review of the latest revisions. As part of the March 17 Plan Commission meeting, there was discussion regarding the inclusion of sub-area neighborhood character studies for all identified infill targets to analyze the specific height, massing, and architectural scale of the surrounding R-1 residential area before applying a density designation. The RFP has been revised to include this in the base services at a boarder neighborhood, district and corridor level/approach, as opposed to at a specific site level for any specific property that may be identified for infill or redevelopment. This is in keeping with similar content found in the existing Comprehensive Plan (Figure 4.2) and the East Side Plan (Chapter 2, Compatibility Guidelines). It is not uncommon for Comprehensive Plans to be organized around the approach of creating neighborhoods, districts and corridors. Refer to the City of Green Bay and City of La Crosse Comprehensive plans for examples. The Village is approaching the project in this fashion through the Terminal and Triangle District and East Side plans, and this revised RFP simply extends that approach Village-wide. However, traditionally a Comprehensive Plan doesn't include developing parcel-specific site and building concepts and renderings, unless specifically requested by the community. As discussed at the March 17 Plan Commission meeting, it is unknown how many potential properties may be identified for infill development based on how the project progresses. As an optional service, the RFP requests the consultant provide an estimated cost, or cost range, to provide parcel level conceptual site and building design concepts if this is desired by the Village. There are many factors that could influence what the cost to

provide this service would be (e.g. number of sites, size of the sites, number of concept variations, additional public engagement specific to the concepts, etc.). If there are particular properties where the Village would want the consultant to provide this service, then it should be identified within the RFP. Otherwise, the revised RFP simply asks the consultants to provide a cost per site, or cost range per site, in the event that during the planning project the Village wants to amend the contract to add this type of service for any particular properties. Ultimately, the Village would need to negotiate the specific terms of the contract amendment for the Village Board's approval. Requesting this information as part of the consultants' proposals would be informational only. If this isn't desired, then it can be removed from the RFP as inclusion doesn't prevent the Village from requesting this type of service later in the planning process if desired. The revised RFP will be reviewed at the Plan Commission's April 21st meeting and the CDA's April 23rd meeting for recommendations to the Village Board.

FINANCIAL/BUDGET IMPACT:
The Village's 2026 budget includes $60,000 for 2026 project expenses and the Village's 2026-2030 Capital Improvement Plan identifies another $60,000 for 2027 project expenses. The final amount to budget for in 2027 will be determined based on the final cost of the proposal selected by the Village. Noting, that some of the project funding in both 2026 and 2027 will need to be utilized for public communication expenditures completed by Village staff, including but not limited to, direct mailers to Village residents and businesses.

VILLAGE PLAN REFERENCE:
2017 Comprehensive Plan

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:
The CDA will review the revised RFP at their April 23rd meeting to provide a recommendation to the Village Board. An update on the CDA's recommendation will be provided at the Village Board meeting.

Recommended motion:

Motion, second, to approve issuing a Request for Proposals for the update of the Village's 2017 Comprehensive Plan.

ATTACHMENTS:
1. Village of McFarland Comprehensive Plan Update RFP_04.16.2026(redline)

VILLAGE OF
McFarland

Request For Proposals

2027 Comprehensive Plan

RFP Issuance Date: ~~March 24~~April 28, 2026

RFP Due Date: By 4:00 PM on ~~April 24~~May 29, 2026

Please Submit to:

Village of McFarland
Department of Community & Economic Development
Attn: Andrew Bremer, AICP
Community & Economic Development Director
5915 Milwaukee Street
PO Box 110
McFarland, WI 53558

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SECTION 1 Purpose

The Village of McFarland seeks a multidisciplinary consultant team to complete a 10-year update of the Village's 2017 Comprehensive Plan meeting all the requirements of Wis. Stat. 66.1001. The planning area consists of all lands within the Village of McFarland boundary and those lands within the Village's 1.5-mile extraterritorial plat review jurisdiction. Through this planning project, the Village seeks to reevaluate the recommendations within the 2023 East Side Plan and 2005 Terminal and Triangle District Plan as part of the incorporation of ~~those plans~~land use planning recommendations for those areas within the next Comprehensive Plan. As part of adoption of the final 2027 Comprehensive Plan, the Village desires to retire the 2023 East Side Plan and 2005 Terminal and Triangle District Plan. In addition to experience completing comprehensive plans meeting the requirements of Wis. Stat. 66.1001, the most desirable consultant team will possess a proven track record of community engagement, community consensus building, and public relations. This includes conducting inclusive and innovative community engagement practices and working with the Village to bring the community together in the planning process.

The Community & Economic Development Director will serve as the Village's Project Manager and point of contact for the consultant. An Ad-hoc Comprehensive Plan Steering Committee will be formed to oversee the plan's development. The Ad-hoc Committee will consist of the members of the Village's existing Community Development Authority and Plan Commission. The Committee will meet as needed to discuss the planning project and draft deliverables. Additionally, the planning process will likely require input from other various Village committees/commissions/board, Village staff, residents, property, and business owners. The Village is currently utilizing a hybrid of in-person and Zoom public meetings. The Consultant should anticipate a combination of in-person, remote, or hybrid meetings throughout the planning process.

SECTION 2 Community Background

The Village of McFarland is located adjacent to the southeast side of the City of Madison in Dane County, WI. US Highway 51 serves as the main connection point between the neighboring cities of Madison and Stoughton. The January 1, 2025 population of McFarland is estimated at 9,737 residents. The Village and some surrounding communities are served by the McFarland School District. The District includes two elementary schools, a middle school, and one high school. In the 2024-2025 school year, the District reported 2,389 enrolled students.

The Village is bounded on the west by Lake Waubesa/Upper Mud Lake and to the south by the Yahara River and Lower Mud Lake. These natural water bodies and the Village's emphasis on outdoor park, conservancy, and recreation amenities contribute to the Village's tagline *Naturally Connected*. The Village also places a strong emphasis on connecting Village operations to the residents and stakeholder which we serve. This includes an internal Communications Manager and supportive staff that work collectively with Village Department Heads and the Village Board,

Committees, and Commissions to utilize a number of tools to inform and engage the community regarding Village operations and projects.

In August of 2025 the Village updated its vision and mission statements:

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.

Mission Statement
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.

Our Values

- **Trust:** We seek to build a foundation on transparency and honesty.
- **Care:** We serve with empathy, kindness, and respect.
- **Responsibility:** We act with accountability to our community.
- **Balance:** We grow in ways that are thoughtful and protect what makes us unique.
- **Engagement:** We work together to strengthen relationships and belonging.
- **Action:** We focus on real, practical outcomes that serve our residents.

More information about the Village is available at www.mcfarland.wi.us.

SECTION 3 Project Background

The Village last updated its Comprehensive Plan in 2017. The existing plan has served the community well and there have only been four amendments to the plan since its original adoption. The Village has a number of other existing plans and studies that support community planning including:

- 2026-2030 Capital Improvement Plan
- 2025 Siggelkow Road Traffic Study
- 2025 Comprehensive Outdoor Recreation Plan
- 2025 Town of Dunn Boundary Agreement
- 2024 TID #6 Project Plan
- 2023 Municipal Center Campus Master Plan
- 2023 East Side Plan
- 2023 Economic Strategic Plan
- 2023 Housing Needs Assessment Study
- 2022 Dane County Hazard Mitigation Plan
- 2020 Strategic Plan, Amended 2025
- 2021 Sustainability Plan
- 2017 TID #5 Project Plan
- 2015 TIF #3 Amended Project Plan
- 2015 TIF #4 Amended Project Plan
- 2010 Downtown Strategic Market Analysis and Opportunities Assessment
- 2008 TIF District #4 Project Plan

- 2007 TIF District #3 Amended Project Plan
- 2005 Terminal & Triangle District Plan
- 2005 Highway 51 Corridor Concept Plan
- 2004 TIF District #3 Project Plan
- 1999 Village Center Master Plan

Copies of these plans are available on the Community & Economic Development website under the Community Development Plans tab.

Due to existing natural features, municipal boundaries, and existing and potential municipal boundary agreements, the Village's growth opportunities over the next 10-years are primarily limited to infill redevelopment and eastern greenfield expansion.

Current Projects Relevant to the Comprehensive Plan Project

Madison-McFarland Intergovernmental Agreement. The Village and City recently wrapped up several public information meetings regarding potential concepts for a new intergovernmental agreement, including short and long-term boundary amendments and annexation policies. The Village and City previously had an agreement that was adopted in 1997 and expired in 2018, a year after the 2017 Comprehensive Plan was adopted. This project is currently on hold pending the likely submittal of an annexation petition from residents within the Town of Blooming Grove April Hills subdivisions. The Village anticipates receiving the annexation petition within the next several months. Village Board decisions regarding the annexation petition and whether to proceed with an IGA with the City will likely be concluded by the end of 2026. If the Village Board decides to continue with the IGA project, official adoption is not anticipated until 2027.

Siggelkow Road Traffic Study and 30% Design Plans. In response to community concerns regarding existing and future traffic conditions along Siggelkow Road, the Village completed a traffic study of Siggelkow Road from Erling Avenue to CTH AB in the Fall of 2025. The Traffic Study is being utilized by the Village Engineer as part of the development of 30% design plans for future reconstruction of the portion of Siggelkow Road from Catalina Parkway to CTH AB. The Village anticipates completing the 30% design plans by the end of this Spring.

USH 51 Reconstruction. While not a specific Village led project, the WisDOT is currently reconstruction USH 51 from Stoughton to Siggelkow Road. The Siggelkow Road portion of this project has been completed. Portions from the Yahara River bridge to Larson Beach Road will be reconstructed in 2026-2028. The WisDOT is also completing a study of USH 51 from Voges Road/Terminal Drive to WIS 30.

Recent Projects Relevant to the Comprehensive Plan Project

2023 East Side Plan. In 2023 the Village adopted the 2023 East Side Plan which replaced the 2008 East Side Neighborhood Growth Area Plan. This plan was unanimously adopted by the CDA, Plan Commission and Village Board after a multi-year planning and community engagement process.

The plan was adopted as a component, or sub-area plan, of the Village's 2017 Comprehensive Plan.

2024 Tax Increment District #7. The 2023 East Side Plan identified several areas adjacent to Siggelkow Road for a future business park. A developer purchased 60 acres of farmland within a portion of the future business park areas. The Village began the process of creating a Tax Increment Finance District for the business park areas to establish a municipal financing tool to assist with future business park development. As part of that process, several public meetings were held to address questions from members of the community regarding the history of Village land use planning for the east side, recommendations from the 2023 plans, purpose and mechanics of TIF districts, how other prior and existing TIF districts have benefited the Village, and the details of the proposed TID #7 Project Plan. There was significant community turnout at these meetings, including residents from adjacent communities such as the City of Madison Secret Places subdivision, with questions and concerns regarding the proposed TIF, but also more specifically related to future traffic volumes, existing roadway and intersection deficiencies along Siggelkow Road, bicycle and pedestrian accommodates, potential semi-truck traffic, proposed future land uses and Village communication policies and procedures. At the September 11, 2024, joint CDA and Plan Commission meeting, the CDA and Plan Commission voted not to proceed with creation of TID #7 at that time. The Plan Commission also recommended proceeding with completion of the following items to address the questions and concerns raised by the public:

1. A traffic study of Siggelkow Road from Erling Ave. to CTH AB. with a refresh of the traffic study following the installation of the round-abouts by the DOT at end of the offramps.
2. Creation of 30% of engineering design plan for Siggelkow Road from Holscher Road to CTH AB.
3. Creation of a policy for communication with the City of Madison.
4. Discussion of the East Side Plan reevaluation and Economic Development Plan at a future meeting.

Items 1-3 above have been addressed or are nearing completion. On February 19, 2026, the CDA and Plan Commission met to review a referral from the Village Board to consider creating a plan to engage the community regarding the 2023 East Side Plan. The CDA and Plan Commission reached a consensus to direct staff to prepare a Request for Proposals to update the 2017 Comprehensive Plan including engagement separate and specific to evaluating the recommendations in the 2023 East Side Plan, as one project.

2025 Redevelopment District Plans 1 & 2. From 2023-2025 the Village worked on a planning project to update the Village's 2010 Redevelopment District Plans 1 & 2. Redevelopment District 1 included areas near Terminal Drive, Triangle Street, and Brandt Park. Redevelopment District 2 included areas within the Downtown area. The purpose of these plans was to guide future public infrastructure investments and private infill redevelopment proposals. As part of the public hearing there was substantial community objections to the inclusion of the required property blight analysis conducted by the Village's consultant and its potential to be used by future Village Boards to acquire property by eminent domain. After completion of the public

hearing for the new plans, the CDA and Plan Commission voted not to proceed with adoption of the new plans and the Village Board terminated the 2010 plans.

2025 Town of Dunn Cooperative Plan. In 2025 the Village and Town of Dunn entered into a new Cooperative Plan to replace the previous agreement adopted in 2005 that expired at the end of 2025. The new agreement runs through October 29, 2045. Under the terms of the agreement, the Village is prohibited from approving annexation petitions for areas south of the Yahara River until October 29, 2035. After this date, the Village may consider approval of annexation petitions within the areas designated as the Future Highway 51 Growth Area. As part of the 2027 Comprehensive Plan project the Village is not anticipating planning for uses other than those that currently exist. At this time, the Village anticipates completing more detailed land use planning for the Future Highway 51 Growth Area as part of the 2037 Comprehensive Plan, or as a separate planning project in the lead up to the termination of the annexation restriction in 2035.

SECTION 4 Project and Plan Objectives

Broad objectives for this planning project include, but are not limited to:

1. Conduct inclusive engagement with deliberate strategies to engage the entire community in the development of the next Comprehensive Plan. Creation of the new Comprehensive Plan should be driven by community input and best planning practices. The results of this engagement should be used in creation of the plan and may differ from the existing 2017 plan, including future land use classifications and related policies.

2. Conduct inclusive engagement with separate and deliberate strategies to engage the entire community in developing recommendations to guide future development on the Village's east side. Creation of the recommendations should be driven by community input and best planning practices. The results of this engagement should be used to draft this component of the plan and may differ from the existing 2023 East Side Plan, including the master concept plan and related policies. ~~evaluating the recommendations in the 2023 East Side Plan.~~

3. Conduct inclusive engagement with deliberate strategies to engage the entire community in evaluating areas for future community-sensitive infill and redevelopment. Provide policies, urban design guidelines, or representative images, etc. that can be used to guide and evaluate future requests for infill and redevelopment that consider the character of the surrounding neighborhood (e.g. use, density, height, massing, architectural features, pedestrian and bicycle amenities, green spaces, etc.) to enable quality redevelopment projects, while still protecting the integrity of the surrounding neighborhood.

4. Community input and visioning are core and critical elements of the Comprehensive Plan process, including community engagement activities prior to drafting any plan policies or future land use maps for public input. Obtain input from a broad set of community stakeholders including various Village committees/commissions/board, Village staff,

residents, property owners, business owners, real estate and development professionals. Include strategies to obtain input from typically unrepresented stakeholders and silent supporters. Provide innovative approaches to ~~educate~~inform, listen, and obtain input from stakeholders on desired future land uses that leads to stable and sustainable Village budgets, services and infrastructure maintenance that maintains McFarland as a great place to live and work.

5. Build on what has been accomplished from the list of adopted planning documents identified in Section 3, along with what is found within the 2017 Comprehensive Plan, revisiting planning assumptions, concepts and strategies that have not worked well or have yet to come to fruition, including those in the 2005 Terminal and Triangle District Plan, 2017 Comprehensive Plan, and 2023 East Side Plan.

6. Develop a Comprehensive Plan that meets the requirements of Wis. Stat. 66.1001. As part of adoption of the final 2027 Comprehensive Plan, the Village desires to retire the 2023 East Side Plan and 2005 Terminal and Triangle District Plan rather than updating them as separate referenced documents. The final plan should be user friendly, incorporating graphics and maps and minimizing use of text. The existing plan includes two Volumes and an Executive Summary. The Village is open to other plan layouts, but the final deliverable should include a separate user-friendly Executive Summary.

7. The Village expects that the Comprehensive Plan will also lay the foundation for an overhaul of the Village's Zoning and Subdivision Codes. This project is planned for 2028 within the Village's Capital Improvement Plan and is anticipated to begin after completion of the Comprehensive Plan update.

SECTION 5 Scope of Work

The selected Consultant will provide a full range of municipal planning services required to create a new Comprehensive Plan. The desired services include, but are not specifically limited to the following:

1. Public Participation Plan. Develop a public participation plan meeting the requirements of Wis. Stat. 66.1001 for review by the Steering Committee and adoption by the Village Board. A response to this RFP should include a preliminary community engagement and public relations outline developed by the consultant. The consultant is encouraged to suggest successful public engagement models that have been successful in other communities. The public participation plan will be refined and finalized after the Village has selected the preferred consultant. The public participation plan should include opportunities for public engagement throughout the planning project, including engagement activities prior to drafting any plan policies or future land use maps. The Village anticipates using a variety of methods to keep Village residents and stakeholders informed of the planning project, including social media, electronic and hard copy newsletters or other forms of mailed notices. The Village anticipates using direct mail

notifications at key times during the project. The cost to provide direct mailed notices will be paid by the Village as part of the project budget, and not a direct expense to the consultant. As part of the Public Participation Plan, the Village seeks to obtain input from the selected consultant regarding when direct mail notifications will be most beneficial within the project budget.

2. Plan Review, Data Collection and Existing Conditions Analysis. The consultant is expected to become familiar with the Village plans summarized in Section 3, and those relevant plans adopted by regional entities such as the Capital Area Regional Planning Commission (e.g. Regional Development Framework), Dane County Housing Initiative (e.g. Dane County Housing Needs Assessment, Dane County Regional Housing Strategy), Greater Madison Metropolitan Planning Organization (e.g. Connect Greater Madison 2050), and adjacent community comprehensive plans or neighborhood plans. Incorporate WisDOT US 51 design plans and studies as applicable. The consultant shall perform data collection, analysis, and projections to meet or exceed the requirements of Wis. Stat. 66.1001.

~~2.~~3. Sub-Area Character Studies. The Village is interested in creating neighborhood character studies that analyze existing development patterns such as existing land uses, densities, lot sizes, setbacks, building height, massing and architectural features to inform the creation of future land use policies. This process would include breaking down the Village into logical neighborhoods, districts, and corridors. This information should aid in the creation of infill and redevelopment policies, as provided in Section 4(3) of this RFP. In addition to quantitative analysis, some public engagement activities could be structured around the neighborhoods, districts and corridors to obtain qualitative analysis to supplement the quantitative analysis. The future land use map and related policies could be further illustrated through the lens of the neighborhoods, districts, and corridors approach.

~~3.~~4. Mapping. The planning project is anticipated to result in several planning maps to meet or exceed the requirements under Wis. Stat. 66.1001. Maps may include but are not limited to those listed below. Most maps are anticipated to include the Village municipal boundary and its 1.5-mile extraterritorial plat review jurisdiction. It is anticipated that the consultant may need to create additional inset maps scaled to specific areas within the Village.

a. Planning Area, including jurisdictional boundaries and relevant boundary agreements,
b. Soils
c. Natural Resources, including WDNR wetlands, FEMA Floodplains, steep slopes, hydric soils, surface water, woodlands, existing Capital Area Regional Planning Commission (CARPC) mapped Environmental Corridors and Future Potential Environmental Corridors, etc.
d. Transportation, including existing and proposed roads, bicycle and pedestrian, and bus accommodations.

e. Community Facilities and Utilities, including existing and proposed village facilities, public sewer and water facilities, public parks, schools, and private recreational amenities.
f. Existing Land Use
g. Zoning
h. Future Land Use

~~4.~~5. Community Engagement & Public Relations. The consultant shall develop and execute a public engagement plan to inform and gather input from a broad set of stakeholders regarding this planning project, including activities separate and specific to developing recommendations to guide future development on the Village's east side~~evaluating the recommendations in the 2023 East Side Plan~~. The consultant should budget sufficiently to work with the Village to plan for public engagement meetings and activities, including how we approach the community and how we bring the community together in the planning process and resources to help present the project to the community and obtain feedback as part of public relations for the project. The consultant should also budget for an appropriate number of meetings with Village Staff, the Steering Committee, and other various Village committees and stakeholders, to develop the plan based on the experience of the Consultant and the needs of this project. A final presentation of the plans will be required once the document is complete to both the Steering Committee and Village Board. This includes a public information meeting prior to the required public hearing on the final draft plan. Proposals shall specifically describe the public engagement tools and meetings the consultant proposes as part of their cost estimate.

~~5.~~6. Vision, Goals, Objectives, Policies and Programs. Develop a plan vision, goals, objectives, policies and programs/initiatives for each of the required nine comprehensive planning elements per the requirements of Wis. Stat. 66.1001. The future land use classifications, and related policies, should use clear terminology, graphics, maps and illustrations so that non-planners can understand what the policies mean, including desired outcomes and uses, in a way that is easily comprehensible.

~~6.~~7. Draft Plan, Plan Review, and Adoption. The consultant shall prepare the draft plan for review by Village staff, the Steering Committee, and public for further revisions and refinement. A public hearing draft plan shall be prepared for review by Village staff, the Steering Committee, and public for further revisions and refinement. Prior to holding the public hearing, the consultant shall provide a final public information meeting on the draft plan. After the public hearing is held a final draft plan shall be prepared for recommendation by the Steering Committee and approval by the Village Board. Upon adoption by the Village Board a final plan shall be provided to the Village including any revisions by the Steering Committee and Village Board through the final plan adoption process.

These are the general requirements for the creation of a new Comprehensive Plan and are not intended to be an all-inclusive list of every task necessary to complete the project. It is expected that consultants will submit proposals that provide the Village with more specific recommendations for approaches, tasks, and deliverables based on their expertise from past work on similar projects. Innovative approaches that meet the intent of the Plan Objectives and Scope of Work are welcomed, these could be presented as additional services or additional approaches in the consultant response if desired.

SECTION 6 Deliverables

The selected consultant shall complete a final comprehensive plan document(s) that contain at a minimum those items described in the final Scope of Services. The selected Consultant shall provide the Village with an electronic copy of the final plan in its original and pdf format, including all maps, GIS data and GIS map packages, graphics, or tables used to create the plans. The selected Consultant shall provide the Village with three (3) hard copies of the final plan(s) and an electronic PDF copy of the final plan(s). Draft deliverables may be provided in PDF format.

Optional Services:
The Village is interested in obtaining cost estimates for each of the following additional services to be considered at the Village's discretion:

1. Consultant Hosted Project Website. In lieu of the Village hosting and maintaining a project website.
2. Creating an Interactive On-line Comprehensive Plan. In addition to a traditional linked pdf copy of the plan, the Village is interested in potential utilizing more user-friendly ways to illustrate and describe draft and final comprehensive plan documents such as utilizing GIS Story Maps or similar tools to gather community input and communicate the content of the plan.
3. Parcel Specific Site and Building Concepts and Renderings. The Village does not anticipate the planning project will include the consultant developing parcel specific site and building concepts or renderings for how any particular property my develop, or redevelop, in the future. While the Village understands there may be several factors that contribute to the cost to provide this service, the Village is interested in understanding what a typical cost, or cost range, might be to provide this type of service on a per site basis. If the need arises during the planning process, these additional services would be negotiated as a contract amendment as approved by the Village Board based on the specific request of the Village.

SECTION 7 RFP Submittal Requirements

1) **Qualification Details consisting of:**

a. Cover Letter – Including, but not limited to a statement of understanding and approach to this project.

b. Experience – A summary of five to seven similar or relevant projects that the consultant has executed within the last five years. Electronic links to full copies of similar or relevant plans are encouraged. Hard copies of similar or relevant plans are not desired and can be provided electronically.

c. References – Provide three to five municipal client references for which the consultant has provided similar planning services within the last five years. Include the name, email, and telephone number of the contact person and a description of services provided to that contact.

2) Technical Proposal consisting of:

a. Scope of Work – A description of the approach to be taken toward completion of each item listed under Section 5 of this RFP, including any draft and final deliverables. An explanation of any variances to the proposed Scope of Work as outlined in the RFP, and any insights into the project gained as a result of developing the proposal or from past project experiences.

3) Project Management Plan Proposal consisting of:

a. Key Personnel – A list or organization chart of personnel directly assigned to the project, along with responsibilities on this project and resumes. Clearly illustrate the responsibilities and lines of communication and authority relative to your project management team. This includes those individuals that will be specifically responsible for community engagement and public relations activities throughout the planning project, including those individuals with specific responsibilities for facilitating public meetings. Describe your plan to interface with Village staff, including opportunities to coordinate with the Village's Summer Intern and communications staff for project activities. The consultant's project manager, who will be responsible for planning, coordinating, and conducting the majority of the work must be identified and committed to the project. The Village reserves the right to approve consultant's project manager, community engagement manager, public meeting facilitators, and any requested personnel and subcontractor changes during the course of the project.

b. Quality Control – Describe quality control measures and processes to ensure the project requirements are achieved within the project budget and schedule.

c. Village Staff Commitments – Identification of those items within the Scope of Work for which the consultant anticipates assistance by Village Staff. Village Staff

will serve as the point of contact for public inquiries during the planning process, will attend all public meetings, will maintain a project website, and provide public outreach of planning activities through existing Village social media outlets, electronic and community newsletters. Village communication staff can assist with creation of project videos and promotional materials for public engagement activities in collaboration with the consultant. The Village ~~also anticipates hiring~~has hired a Summer Intern that will be available to assist with this project from June-August 2026, and on a limited basis from September-December 2026. The intern can assist with data collection and analysis, existing sub-area character studies, photo inventories and public engagement activities, including pop-up events in the community guided by but not attended by the consultant team. Given the timeline for when the intern will be available, the Village seeks to maximums opportunities for the intern to assist with the project to efficiently use the project budget to maximize consultant led community engagement activities, policy and plan development activities. The Village can provide the consultant with an original Word copy of the 2017 Comprehensive Plan, including associated Excel tables. The Village can also provide InDesign files for the 2023 East Side Plan. The Village can also provide the consultant with GIS shapefiles of the following data:

i. Future land uses from the 2017 Comprehensive Plan
ii. Zoning
iii. 10-Year CIP road improvements
iv. Existing and future pedestrian and bicycle routes and trails
v. Village facilities and utilities
vi. Existing land use, soils, parcel, natural resource and environmental corridor data are available for free from Dane County and CARPC.

d. Project Schedule – A proposed schedule that indicates project milestones by phases or tasks, delivery of draft and final project deliverables, and overall timeline for completion of the Comprehensive Plan. Identification of meetings with Village Staff, Village committees, and the public, including summary of targeted discusses and meeting outcomes.

e. Supplemental Information – Any other information deemed necessary to address the requests of this RFP.

4) Cost and Labor Hours Proposal consisting of:

a. Cost – Lump Sum price to complete the plan as proposed in the Consultant's base Scope of Work. **The Village Board has approved $60,000 in funding for the project in 2026 and earmarked an additional $60,000 in funding for 2027 within the Village's Capital Improvement Plan. The final amount of 2027 project funds**

will be determined as part of the Village Board's approval of the selected consultant's contract and the 2027 Village Budget.

b. Estimated Labor Hours – A summary of estimated labor hours by task, or phase, that clearly identifies the project team members, their hourly rate, and the number of hours performed by each participant organized by task or phase.

c. Additional Scope/Fees – Total fee, hours per employee, and hourly rates by employees, for any additional services not identified as included in the Consultant's base Scope of Work.

5) General requirements consisting of:

a. Due Date – **Responses to the RFP must be received by 4:00 PM CST on Friday, ~~April 24~~May 29, 2026.** Proposals received late, for any reason, shall not be accepted.

b. Format & Location – Prospective consultants shall provide one (1) electronic PDF copy. RFP submittals shall be emailed to the Community & Economic Development Director at andrew.bremer@mcfarland.wi.gov, subject: Proposal for 2027 Comprehensive Plan Update. Note, an email more than 25 MB won't be accepted by the Village's email server. Alternatively, consultants may submit a link to electronically download the proposal or an electronic PDF copy via a USB flash drive to the McFarland Department of Community & Economic Development:

Attn: Andrew Bremer, AICP
Community & Economic Development Director
Proposal for Comprehensive Plan Update 2026
5915 Milwaukee Street, PO Box 110,
McFarland, WI 53558.

c. Property – All information developed as part of this RFP, including graphics and data, shall become the property of the Village. All text shall be submitted electronically as is most convenient. All original graphics generated as a part of the RFP shall be submitted to the Village in an easily reproducible hardcopy and electronic format as applicable.

SECTION 8 Evaluation Criteria

The following criteria will be used to evaluate each proposal submitted:

- Key Personnel Experience (20 points). Level of experience completing similar projects with local government entities of similar size, structure, and complexity. Experience and

qualifications relevant to key personnel and their associated project roles and estimated labor hours. Demonstrated experience in comprehensive planning, community engagement and public relations.

- Community Engagement Strategy (20 points). Demonstrated responsiveness to the community engagement needs outlined in the RFP, including the preliminary public participation plan.

- Scope of Work (20 points). Level of responsiveness and technical approaches to the scope of work outlined within the RFP. Demonstration of knowledge and innovative approaches particular to the desired Scope of Work and Plan Objectives.

- Cost Effectiveness (25 points). Ability to meet budget/value as related to proposed and additional costs. Hourly rates of key personnel. Estimated total labor hours. Total project budget.

- Project Schedule (10 points). Ability to be responsive in meeting schedule required to complete the plan and deliverables. Quality, clarity and creativity of proposed planning process and public engagement, including specific proposed engagement tools and project meetings.

- Quality of Submittal (5 points). Quality, clarity and completeness of submittal package, including identification of draft and final deliverables. Consultants shall not submit verbatim sections of this RFP as their proposal.

SECTION 9 Method & Timeline of Selection

The Village Administrator; Community and Economic Development Director; Associate Planner, Communications Manager, Chairperson and Vice-Chairperson for the Planning Commission, and Chair of the Community Development Authority will conduct the evaluation of proposals submitted. This will comprise the RFP Evaluation Team. They will make a recommendation to the Steering Committee based on proposals received, who then will make the final recommendation to the Village Board for action. The following method and timeline will be utilized to select the desired proposal, subject to change at the Village's discretion:

- ~~**March 24**~~**April 28, 2026 – RFP Issuance Date.**

- ~~**April 10**~~**May 15, 2026 – Deadline for submittal of written questions.** Questions regarding this RFP shall be emailed to the Community & Economic Development Director at andrew.bremer@mcfarland.wi.gov.

- ~~**April 14**~~**May 19, 2026 – Responses to written questions.** Responses to all submitted written questions will be posted to the Village website.

- ~~April 24~~May 29**, 2026 – RFP Due Date.** RFP's shall be submitted no later than 4:00 PM on Friday, ~~April 24~~May 29, 2026.

- ~~April 27 - May 8~~June 1-10**, 2026.** The Evaluation Team will review the proposals and decide which, in its sole discretion, it chooses to further consider via an in-person or virtual interviews as needed. At its discretion, the Evaluation Team may host interviews with consultants in order to make a recommendation on a preferred consultant to the Steering Committee. Interviews may be held remotely. Village Staff may also follow-up with individual consultants to seek clarification on questions related to bids received as needed.

- ~~May 13 - 21~~June 15-18**, 2026 – Steering Committee Meeting.** The Evaluation Team will make its recommendation to the Steering Committee for further consideration following completion of their work to evaluate the proposals. The Steering Committee will consider the recommendation of the Evaluation Team in order to make their own recommendation to the Village Board.

- ~~May 26~~June 23**, 2026 – Village Board approval.** The Board will take final action to consider acceptance of the recommended proposal and enter into a contract for this purpose.

- ~~May 29~~June 24-July 3**, 2026– Contract Signatures.** The Village Attorney will draft the final contract for signatures utilizing the approved proposal and the Village's Standard Contract.

- ~~June 1~~July 6**, 2026 – Estimated Project commencement date.**

- **By August 18, 2027 – Estimated project completion date.** Village Board acceptance of final plans on or before August 18, 2027.

SECTION 10 Terms and Conditions

Each proposal will be reviewed to determine if it meets the submittal requirements contained within this RFP. Failure to meet the requirements for the RFP can be cause for rejection of the proposal. The Village may reject any proposal if it is conditional, incomplete, contains irregularities, or if in the sole discretion of the Village not considered in our best interest. The Village may waive an immaterial deviation in a proposal, but this shall in no way modify the proposal document or excuse the Consultant from compliance with the contract requirements if the Consultant is awarded a contract. A prospective Consultant may be requested for an interview at the sole discretion of the Village. The recommended Consultant will be selected and approved by the Village Board.

The Village uses a standard template contract for such services and will require its utilization for this project. A copy of the standard template is attached to this RFP for reference.

There is no expressed or implied obligation for the Village to reimburse firms for any expenses incurred in preparing proposals in response to this request. Materials submitted by respondents are subject to public inspection under Wisconsin law. Any language purporting to render the entire proposal confidential or proprietary will be ineffective and will be disregarded.

The Village will not discriminate against individuals due to sex, race, religion, creed, color, national origin, age, disability, sexual orientation, ancestry, marital status, arrest or conviction record, military service, or any other characteristics protected by law. This applies to all Consultants submitting proposals to this project and their sub-consultants.

The Village reserves the right to retain all proposals submitted, and to use any idea in a proposal, regardless of whether the proposal was selected. Submission of a proposal indicates acceptance by the firm of the conditions contained in the RFP, unless clearly and specifically noted in the proposal submitted and confirmed in the contract between the Village and the Consultant.

All property rights, including publication rights of all reports produced by the selected firm in connection with services performed under this agreement shall be vested in the Village.

The Village reserves the right to reject any or all proposals submitted.

SECTION 11 RFP Exhibits

Exhibit A: Standard Contract Template