



Town of Rome
Nekoosa, WI 54457
www.romewi.gov

AGENDA

TOWN OF ROME COMMUNITY DEVELOPMENT AUTHORITY COMMITTEE

THURSDAY, MAY 7, 2026

3:30 P.M.

ROME MUNICIPAL BUILDING
1156 Alpine Drive
Nekoosa, WI 54457

1. Call to Order
2. Roll Call
3. Certify Posting of Meeting
4. Approve the Agenda
5. Citizen Comments – During the Citizen Comment period of the agenda the Community Development Authority Committee welcomes comments from any town resident, not a member of the Community Development Authority Committee, on any item not on the agenda. Please know that pursuant to State law the Community Development Authority Committee cannot engage in conversation with you but may ask questions. The Community Development Authority Committee may refer the item to staff, a standing committee or a future board agenda for discussion and action. Each person wishing to speak will have up to 3 minutes to speak. Speakers are asked to submit a card to the Chair providing their name, address and topic for discussion.

The Community Development Authority Committee will also take comments from the public on agenda items as called by the Chair, but not during Citizen Comment. Please note that once the Community Development Authority Committee begins discussion on an agenda item no further comment will be allowed from the public on that issue.

NO ACTION CONTEMPLATED EXCEPT POSSIBLE REFERRAL TO FUTURE AGENDA:

6. Information Updates, Meeting Recaps, Recent Correspondence, Current Events, Announcements
7. Sub-Committee, Department Head Reports
 - Parks & Recreation Committee
 - Plan Commission
 - Rome Town Center
 - WEDC-Connect Communities

DISCUSS AND POSSIBLE ACTION ON THE FOLLOWING ITEMS:

8. Discussion and possible action – Approval of the March 5, 2026 and April 2, 2026, meeting minutes
9. Discussion and possible action – Review and Update Goals Matrix
10. Discussion and possible action – Business Alliance Update and Questionnaire
11. Discussion and possible action – Developer Application Process
12. Discussion and possible action – Comprehensive Plan Subcommittee

DATES AND ITEMS FOR FUTURE AGENDA/MEETINGS

13. Next agenda items
14. Next meeting date and time

ADJOURNMENT

“Speak Your Peace” Commitment – A reminder that the Town Board Members have adopted the Nine Tools of Civility which commits the Board Members and Public to be mindful of how we treat each other at meetings.

Notification of this meeting has been posted in accordance with the Open Meeting Laws of the State of Wisconsin. The Community Development Authority Committee may take action on any item on the agenda. It is possible that the members of and possibly a quorum of members of other governmental bodies of the municipality may be in attendance at the above-stated meeting to gather information; no action will be taken by any governmental body at the above-stated meeting other than the Community Development Authority Committee. Please note that, upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request this service, contact Wendy Newsom, Town Clerk, at 1156 Alpine Drive, Nekoosa, WI 54457, ph. 715-325-8046.

*Positively applying the tools of government to serve and protect our people,
strengthen our community and promote prosperity.*



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TOWN OF ROME COMMUNITY DEVELOPMENT AUTHORITY MEETING MINUTES

THURSDAY, MARCH 5, 2026

3:30 P.M.

1. Call to Order

Chairman Tom Behl called the meeting to order at 3:30 P.M.

2. Roll Call

Members present: Tom Behl, Carl Hasdal, Mark Lake, Tiffany Seavecki, Heather Dalton, Colleen Asmussen, and Mark Samelstad; Also present: Zoning Administrator Emily Arndt and Deputy Clerk Judy Reppen

3. Certify Posting of Meeting

Zoning Administrator Emily Arndt certified that on, Friday, February 27, 2026 the agenda for the Town of Rome Community Development Authority meeting for Thursday, March 5, 2026 was posted at the following locations:

<i>Rome Town Hall</i>	<i>1:01 p.m.</i>
<i>Kwik Trip, LLC</i>	<i>1:15 p.m.</i>
<i>Nekoosa Port Edwards State Bank</i>	<i>1:20 p.m.</i>
<i>Emailed to the Wisconsin Rapids Tribune</i>	<i>12:11 p.m.</i>

4. Approve the Agenda

Motion by Hasdal/Lake to approve the agenda. Motion carried.

5. Citizen Comments – During the Citizen Comment period of the agenda the Community Development Authority welcomes comments from any town resident, not a member of the Community Development Authority, on any item not on the agenda. Please know that pursuant to State law the CDA cannot engage in conversation with you but may ask questions. The CDA may refer the item to staff, a standing committee or a future CDA agenda for discussion and action. Each person wishing to speak will have up to 3 minutes to speak. Speakers are asked to submit a card to the CDA Chair providing their name, address and topic for discussion

The CDA will also take comment from the public on agenda items as called by the Chair, but not during Citizen Comment. Please note that once the CDA begins discussion on an agenda item no further comment will be allowed from the public on that issue

No citizen comments

NO ACTION CONTEMPLATED EXCEPT POSSIBLE REFERRAL TO FUTURE AGENDA:

6. Information Updates, Meeting Recaps, Recent Correspondence, Current Events, Announcements

Carl Hasdal gave update on the Town Hall audio updates, solar farm, and the open position for a Town Administrator.

7. REPORTS:

Parks & Recreation Committee

No report given.

Plan Commission

Zoning Administrator Emily Arndt reported what was on the March Plan Commission agenda.

Rome Town Center

Tiffany Seavecki reported on the zoning map updates.

WEDC – Connect Communities

Zoning Administrator Emily Arndt reported that Rome is still a connect community and will stay in contact with WEDC.

DISCUSS AND POSSIBLE ACTION ON THE FOLLOWING ITEMS:

8. Discussion and possible action - Approval of the Thursday February 5, 2026 meeting minutes

Motion by Lake/Seavecki to approve the February 5, 2026 meeting minutes. Motion carried.

9. Discussion and possible action – Robert Ganiere RTC proposal approval for next steps

Applicant Robert Ganiere was present. Discussion regarding location of business in Rome Town Center, business plan, and next steps.

10. Discussion and possible action – Jennifer Weinfurter/Towne Construction 14th Ave Proposal

Zoning Administrator Emily Arndt gave an update that the property on 14th Ave is deeded for recreation and Town Construction was notified of this.

11. Discussion and possible action – Review and update Goals Matrix

Goal #1 has been completed and Taylor is working to get it added to the website.

Goal #2 – Discussion regarding business alliance and gateway nuisance enforcement.

Goal # 5 is ongoing.

No other comments.

12. Discussion and possible action – WEDC update and membership

No discussion.

DATES AND ITEMS FOR FUTURE AGENDA/MEETINGS

13. Next agenda items

- *Goals Matrix*
- *Robert Ganiere Offer to Purchase*
- *Mike Irwin and Business Alliance*

14. Next meeting date and time

Thursday, April 2, 2026 – 3:30 p.m.

ADJOURNMENT

Motion by Seavecki/Lake to adjourn the meeting at 4:04 p.m. Motion carried.

Respectfully submitted,

Emily Arndt

Emily Arndt
Zoning Administrator



Town of Rome
Nekoosa, WI 54457
www.romewi.gov

TOWN OF ROME COMMUNITY DEVELOPMENT AUTHORITY MEETING MINUTES

THURSDAY, APRIL 2, 2026

3:30 P.M.

1. Call to Order

Carl Hasdal called the meeting to order at 3:35 p.m.

2. Roll Call

Present: Carl Hasdal, Tiffany Seavecki, Heather Dalton, and Mark Samelstad; Also present: Zoning Administrator Emily Arndt and Deputy Clerk Judy Reppen;

Excused: Colleen Asmussen;

Unexcused: Chairman Tom Behl and Mark Lake.

3. Certify Posting of Meeting

Deputy Clerk Judy Reppen certified that on, Friday, March 27, 2026 the agenda for the Town of Rome Community Development Authority meeting for Thursday, April 2, 2026 was posted at the following locations:

<i>Rome Town Hall</i>	<i>9:54 a.m.</i>
<i>Kwik Trip, LLC</i>	<i>10:25 a.m.</i>
<i>Nekoosa Port Edwards State Bank</i>	<i>10:35 a.m.</i>
<i>Emailed to the Wisconsin Rapids Tribune</i>	<i>9:38 a.m.</i>

4. Approve the Agenda

Motion by Samelstad/Dalton to approve the agenda. Motion carried.

Motion by Samelstad/Dalton to nominate Carl Hasdal as the Chairman for the meeting. Motion Carried.

5. Citizen Comments – During the Citizen Comment period of the agenda the Community Development Authority welcomes comments from any town resident, not a member of the Community Development Authority, on any item not on the agenda. Please know that pursuant to State law the Community Development Authority cannot engage in conversation with you but may ask questions. The Community Development Authority may refer the item to staff, a standing committee or a future Community Development Authority agenda for discussion and action. Each person wishing to speak will have up to 3 minutes to speak. Speakers are asked to submit a card to the Community Development Authority Chair providing their name, address and topic for discussion

The Community Development Authority will also take comment from the public on agenda items as called by the Chair, but not during Citizen Comment. Please note that once the Community Development Authority begins discussion on an agenda item no further comment will be allowed from the public on that issue

No citizen comments

NO ACTION CONTEMPLATED EXCEPT POSSIBLE REFERRAL TO FUTURE AGENDA:

6. Information Updates, Meeting Recaps, Recent Correspondence, Current Events, Announcements

Carl Hasdal gave update on business lots in Adams that are being offered for free. The Town of Rome should look at their pricing to keep competitive.

7. REPORTS:

➤ Parks & Recreation Committee

No report given.

➤ Plan Commission

Zoning Administrator Emily Arndt reported what was on the April Plan Commission agenda.

➤ Rome Town Center

Tiffany Seavecki reported that the subcommittee is working to finish the Master Plan

➤ WEDC – Connect Communities

Zoning Administrator Emily Arndt reported that the Town is back on the list for Connect Communities.

DISCUSS AND POSSIBLE ACTION ON THE FOLLOWING ITEMS:

8. Discussion and possible action - Approval of the Thursday March 5, 2026 meeting minutes

Motion by Seavecki/ Samelstad to approve the March 5, 2026 meeting minutes. Motion carried.

9. Discussion and possible action –Review and update Goals Matrix

Tabled until next meeting.

10. Discussion and possible action – Mike Irwin and Business Alliance discussion

Mike Irwin from Business Alliance stated that the Business Alliance is more relaxed than it has been in years past; He would like to see quarterly meetings to be held going forward. He would like to revisit this at our next meeting. Discussion regarding creating a list of businesses that might want to be involved with the Business Alliance.

11. The Community Development Authority may go into closed session pursuant to Wis. Stat. Section 19.85(1)(e) for deliberating or negotiating the purchase of public properties, the investing of public funds or conducting other specified public business, whenever competitive or bargaining reasons require a closed session to consider an offer to purchase a property in the Rome Town Center by Robert Ganiere.

Applicant was not present. Item was tabled until application provides an offer to purchase.

12. The Community Development Authority reserves the right to enter into open session authorized by Wis. Stat. Section 19.85(2) to possibly take action from the closed session and continue with the agenda.

DATES AND ITEMS FOR FUTURE AGENDA/MEETINGS

13. Next agenda items

- *Goals Matrix*
- *Business Alliance Update*
- *Questionnaire Ideas*
- *Developer Application Process*
- *Comprehensive Plan Subcommittee*

14. Next meeting date and time

Thursday, May 7, 2026 – 3:30 p.m.

ADJOURNMENT

Motion by Tiffany Seavecki/Heather Dalton to adjourn at 4:10 p.m. Motion carried.

Respectfully submitted,

Emily Arndt
Emily Arndt
Zoning Administrator

Community Development Authority
2026 GOALS MATRIX

Goal #1	Action Steps	Success	Timeframe	Resources
Generate a Rome Town Center Marketing Plan/Brochure with information on countywide development advantages and Improve Economic Development web presence	1. Review and refresh document a necessary. 2. Reorganize Economic Development Web Presence. • Demographics – marketing plan • CDA • RTC – map • Start a business • Where are we located • Additional resources		Need to Update	Adams County Economic Development Corporation Visit Rome, WI Town Administrator CDA Members Town Administrator Town Zoning Administrator WEDC

Goal #2	Action Steps	Success	Timeframe	Resources
Implement a beautification initiative focused on the Gateway Overlay District	1. Outreach to specific businesses/areas for projects CDA identifies as opportunities. 2. Once projects determined, organize a completion timeline for each. 3. Remediation and Blight		Ongoing	CDA Members Zoning Administrator

Goal #3	Action Steps	Success	Timeframe	Resources
Actively participate in Connect Communities	1. Review annually those with access to the Connect Communities site. 2. Continue monthly reports on Connect Communities Program(s). 3. Share available educational/training opportunities through Connect Communities. 4. Set an annual goal that two CDA members will participate in two different educational/training opportunities offered.		Ongoing	CDA Members WEDC

Goal #4	Action Steps	Success	Timeframe	Resources
Continue support of established businesses	1. Encourage new & expanding businesses. 2. Participate and build a partnership with the Rome Business Alliance. 3. Complete one annual information gathering session with local businesses to gather quantitative, qualitative data; including business interactive events such as roundtables, or surveys.		Ongoing	CDA Members Rome Business Alliance Heart of Wisconsin Chamber/Visit Rome Adams County Chamber of Commerce

Goal #5	Action Steps	Success	Timeframe	Resources
Collaboration with Planning/Zoning and implementation of recommendations - for Rome Town Center	1. Participate in Sub-Committee		On Hold	CDA Members Plan Commission Members Sam A. Schultz Town Zoning Administrator

New Business Information Sheet

Interested in a purchasing town-owned property?

Please submit an Offer to Purchase letter to the Town Administrator, including:

- a. General location, acreage and amount offering for parcel.
- b. Description of the business and whether it is a permitted or conditional use. Zoning district information is available online, <https://ecode360.com/33913291>, or through the Zoning Administrator.
- c. Business plan outlining marketing analysis including sales/income forecast projections and possible funding partners.
- d. Detailed site plan of entire property including how the business would be arranged on the parcel, ingress and egress of customers/employees, parking, building design/colors.

If the property you are interested in is located in Rome Town Center, you will have an initial planning meeting with the Rome Town Center sub-committee prior to attending CDA with your offer to purchase. The RTC Sub-committee meets the first Wednesday of every month at 3pm.

The Town of Rome wants entrepreneurs to succeed! Good planning ensures both success for the business and for the municipality. If you need assistance to complete any of the items noted above, please contact the Town Administrator to be connected to free or low-cost entrepreneurship assistance.

Purchase documents can be provided to Robbie Schaub-Ruemler, Interim Town Administrator, 1156 Alpine Drive, Nekoosa, WI 54457. All complete offers (including all items above) are considered by the Community Development Authority (CDA) at their next available meeting. The CDA meets the first Thursday of every month at 3pm.

Starting a New Business

1. All new businesses in the Town of Rome need to meet with the Zoning Administrator to discuss zoning requirements, necessary permits, and required documents.
 2. All new development must have a Site Plan/Plan of Operation (§ 360-132 Permit procedure)
 3. New owners of an existing commercial building
 - a. If the new owners plan to operate the business with a Site Plan/Plan of Operation that is substantially similar to the current business, a new Site Plan/Plan of Operation is not needed
 - b. If the new owners plan to operate the business with a Site Plan/ Plan of Operation that is not substantially similar to the current business, a new Site Plan/ Plan of Operation is required
- Required for Plan Commission (§ 360-131 Standards for all businesses; Article XVII Rome Town Center District if your business is located in RTC):
 - Site Plan/Plan of Operation application
 - Conditional use permit (if applicable)
 - Formal site plan of entire property, plans should be to-scale (include property boundaries, setbacks, and proposed placement of future development)
 - Proposed signage
 - Landscaping plan
 - Building design plans (include exterior colors and finishes; samples required)
 - Refuse enclosure
 - Lighting plans
 - Design of ingress and egress including parking lot/paving plan

Relevant Articles in Town Code:

- Article XVII Rome Town Center District
- Article XVI B-1 Business District
- Article XXXI Gateway Overlay District
- Article XXVI Design Standards
- Article XXV Signs and Billboards

Site plan/plan of operation documents can be provided to Emily Arndt, Zoning Administrator, 1156 Alpine Drive, Nekoosa, WI 54457 or earndt@romewi.gov. All site plan/plan of operation proposals are considered by the Plan Commission at their next available meeting.

Print: _____ Sign: _____ Date: _____

The undersigned further acknowledges: (1) I have read the entirety of this document and Town Code related to my zoning district(s); (2) I agree to abide by the regulations; (3) I understand the expectation of documents to be provided for Plan Commission.