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

AGENDA
TOWN OF ROME COMMUNITY DEVELOPMENT AUTHORITY COMMITTEE

THURSDAY, JUNE 4, 2026 **3:30 P.M.** **ROME MUNICIPAL BUILDING**
1156 Alpine Drive
Nekoosa, WI 54457

1. Call to Order

2. Discussion and possible action – Appointment of Officers
   - Chairperson
   - Vice-Chairperson

3. Roll Call

4. Certify Posting of Meeting

5. Approve the Agenda

6. 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:

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

8. Sub-Committee, Department Head Reports
   - Parks & Recreation Committee
   - Plan Commission
   - Rome Town Center
   - WEDC-Connect Communities

DISCUSS AND POSSIBLE ACTION ON THE FOLLOWING ITEMS:

9. Discussion and possible action – Approval of the May 7, 2026 meeting minutes

10. Discussion and possible action – Speaker Daric Smith from Adams County Economic Development

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

12. Discussion and possible action – Business Alliance

13. 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 a Commercial and Senior Housing Development Offer to Purchase

14. The Community Development Authority reserves the right to enter into open session authorized by Wis. Stat. 19.83(2) to possibly take action from the closed Session and continue with the agenda.

15. Discussion and possible action – Commercial and Senior Housing Development Offer to Purchase

DATES AND ITEMS FOR FUTURE AGENDA/MEETINGS

16. Next agenda items

17. 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.

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

TOWN OF ROME COMMUNITY DEVELOPMENT AUTHORITY MEETING MINUTES

THURSDAY, MAY 7, 2026 3:30 P.M.

1. Call to Order

   Chairman Tom Behl called the meeting to order at 3:32 p.m.

2. Roll Call

   Present: Chairman, Thomas Behl, Tiffany Seavecki, Mark Lake, Colleen Asmussen, Heather Dalton, and Carl Hasdal; Also present: Zoning Administrator, Emily Arndt; Administrative Assistant, Jen Gutknecht. Excused: Mark Samelstad

3. Certify Posting of Meeting

   Jen Gutknecht certified that on, Friday, May 1, 2026 the agenda for the Town of Rome Community Development Authority meeting for Thursday, May 7, 2026 was posted at:

Rome Town Hall	*10:35 a.m.*
Kwik Trip, LLC	*10:45 a.m.*
Nekoosa Port Edwards State Bank	*10:50 a.m.*
Emailed to the Wisconsin Rapids Tribune	*10:30 a.m.*

4. Approve the Agenda

   Motion by Dalton/Seavecki 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 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

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No citizen comments

NO ACTION CONTEMPLATED EXCEPT POSSIBLE REFERRAL TO FUTURE AGENDA:

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

   Heather Dalton announced Up North Brewery will have a "Spring into Summer" event Saturday, May 23, 2026 with a 5K that kicks off at 11:00 a.m.

   Carl Hasdal announced that on Sunday May 24, 2026 there will be a Veteran's Banner walk at the Rome Town Center starting at 12:00 p.m. If it rains, it will be held on May 30, 2026. Also, on May 16, 2026 the Monroe Prairie ATV/UTV Club is having an Easter Hunt ride out of Moe's Bar with prizes and raffle tickets starting between 10:00 a.m. and 11:00 a.m.

7. **REPORTS:**

   - Parks & Recreation Committee

     No report given. Zoning Administrator Emily Arndt will follow up with the Public Works Director, Cody Knoblock at the next meeting on Monday May 18th at 5:00 p.m.

   - Plan Commission

     Zoning Administrator, Emily Arndt, reported that next week the Plan Commission will be looking at a zoning map amendment and a conditional use permit for a hobby farm. Proposed amendments to the Wellhead Protection District Ordinance and review of a certified survey map that includes the construction of a road. She is also working with Tri-Lakes Power Sports on a site plan for an additional storage unit. She will also be reviewing some proposed amendments to the camping ordinance.

   - Rome Town Center

     Tiffany Seavecki reported that the Subcommittee is working to finish the Master Plan. There will be a developer coming next week for a housing plan proposal.

   - WEDC – Connect Communities

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

DISCUSS AND POSSIBLE ACTION ON THE FOLLOWING ITEMS:

8. Discussion and possible action - Approval of the Thursday March 5, 2026 & Thursday April 2, 2026 meeting minutes

   Motion by Seavecki/Dalton to approve the Thursday, March 5, 2026 & Thursday, April 2, 2026 meeting minutes. Motion carried.

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

   Tabled until next agenda.

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10. Discussion and possible action – Business Alliance Update and Questionnaire

    Discussion regarding the need to revisit the questionnaire and to clarify the differences between the Business Alliance and the Chamber of Commerce.

11. Discussion and possible action – Developer Application Process

    Discussion in regards to the developer application process. Zoning Administrator Emily Arndt, included in the new packet that we have a new developer's application.

12. Discussion and possible action – Comprehensive Plan Subcommittee

    Need two volunteers for our Comprehensive Plan Subcommittee. Committee members Asmussen/Lake volunteered to be on the Subcommittee.

DATES AND ITEMS FOR FUTURE AGENDA/MEETINGS

13. Next agenda items

    - *Senior Housing Developer*
    - *Derek Smith from Adams County Economic Development*
    - *CDA Volunteers*

14. Next meeting date and time

    Thursday, June 4, 2026 – 3:30 p.m.

ADJOURNMENT

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

Respectfully submitted,

Jen Gutknecht

Jen Gutknecht
Town of Rome Administrative Assistant

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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

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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

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New Business Information

Interested in a purchasing a property in Rome Town Center?

The Town of Rome is committed to supporting entrepreneurs and encouraging successful business development. Proper planning helps ensure success for both the business owner and the municipality. If you need assistance completing any of the items outlined below, please contact the Town Administrator to be connected with free or low-cost entrepreneurship resources.

Purchase documents can be submitted to:
Robbie Schaub-Ruemler, Interim Town Administrator
ruemler@romewi.gov

Complete offers are reviewed by the Community Development Authority (CDA) at the next available meeting. The CDA meets on the first Thursday of each month at 3:00 p.m.

Applicants are encouraged to schedule a meeting with Emily Arndt, Zoning Administrator, prior to CDA review to discuss zoning requirements and development expectations.

Offer to Purchase Requirements

Please submit an Offer to Purchase letter to the Town Administrator that includes the following:

a. Desired location, acreage, and proposed purchase price for the land.
b. Description of the proposed business.
c. Business plan outlining market analysis, projected sales/income forecasts, and potential funding partners.
d. Detailed site plan of the entire property, including the proposed layout of the business, ingress and egress for customers and employees, parking, and general building design.

New Business Requirements

1. **Initial Zoning Review**
    a. 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. **Existing Commercial Buildings**
    a. Similar Business Operations
        i. If the new owner intends to operate the business substantially similar to the existing business, a new Site Plan/Plan of Operation is not required.
    b. Changes to Business Operations
        i. If the new owner intends to operate the business different from the existing business, a new Site Plan/Plan of Operation is required.
3. **Plan Commission Requirements**
    Applicants are required to submit the following:
    - 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

Application materials may be submitted to:
Emily Arndt, Zoning Administrator
earndt@romewi.gov

Complete applications are reviewed by Plan Commission at the next available meeting. Plan Commission meets on the second Tuesday of each month at 4:00 p.m.

Print: _____ Signature: _____ 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.