

Town of Montrose
Regular Town Board Meeting Minutes
March 3, 2026 7:00PM

Present: Roger Hodel, Town Chair; Paul Schaller, Supervisor; Cory Brown, Supervisor; Jennifer Armstrong, Clerk/Treasurer

Residents: Tim Schmitt, Jeannie Blasberg, John Cioci, John Sayles, John and Ann Sayles, Mary DeGroot, Jr Eichelkraut, Darren Eichelkraut, Tim Bahls, Jean Hodel

Non-residents: Julie Walser, Dave Jenkins, Nic Mink

Roger called the meeting to order at 7:01pm. Meeting was posted according to law.

Jennifer Armstrong read the minutes from the February 3 regular Town Board meeting. **Cory Brown made a motion to approve the minutes as read, seconded by Paul Schaller, passed by Roger Hodel.**

Jennifer Armstrong presented the treasurer's report. **Cory Brown made a motion to approve the treasurer's report and to pay all bills, seconded by Paul Schaller, unanimous by Roger Hodel.** The payment to the Commissioner of Public Lands will be paid in March, as well as the payment for the fire truck.

Agenda

1. A representative from the Hotel and Lodging Association will be present to provide information and answer questions regarding implementing a room tax in the Town of Montrose.

Representative Jay Schumerth of the Wisconsin Hotel & Lodging Association provided an overview of Wisconsin's room tax statute, Wis. Stat. § 66.0615, which authorizes municipalities to impose a room tax. Mr. Schumerth noted that approximately 360 Wisconsin municipalities currently have a room tax in place.

Key points included:

- The Town of Montrose could adopt a room tax ordinance applicable to the six lodging properties in the town
- Tax is paid by guests, not lodging operators.
- Lodging operators would remit tax revenues monthly.
- Many municipalities use an 8% room tax rate.
- Revenue distribution required by statute:

- 70% must be used for tourism promotion and development through a qualifying tourism entity or commission.
- 30% may be retained by the municipality for general purposes
- The Town may contract with a merchants' association or a neighboring tourism entity.

It was Mr. Schumerth's estimate that a room tax in Montrose could generate approximately \$50,000 annually, depending on occupancy. He stated that tourism spending yields an estimated \$8 return for every \$1 invested. Legal guidance and review may be necessary if the Town moves forward before any action on room tax is considered.

1. Request by Richard Joseph, d/b/a Hop Garden Brewing LLC for Town Board approval to complete Part G of the Wisconsin AB-105 licensing form by answering "No" to both questions. This action would place no additional restrictions on the applicant's state permit and would allow the business to sell all products permitted under a Class B license.

Request by Richard Joseph of Hop Garden Brewing LLC for Town Board approval to complete Part G of the Wisconsin AB-105 form with no additional local restrictions on the applicant's Class B alcohol license. Rich explained that recent changes to Wisconsin's alcohol regulations affect breweries producing more than 250 barrels annually. Hop Garden has already applied for the required state liquor license, and the Montrose location functions as a satellite under that license. The AB-105 form requires the municipality to indicate whether it intends to restrict the business from selling the full range of products allowed under state law. Rich clarified that the business does not intend to operate as a full bar but may expand offerings to include canned vodka drinks and similar products.

Cory Brown made a motion to complete Part G of the Wisconsin AB-105 licensing form by answering "No" to both questions, thereby placing no additional local restrictions on the applicant's state permit and allowing Hop Garden Brewing LLC to sell all products permitted under a Class B license, seconded by Paul Schaller, made unanimous by Roger Hodel.

2. Notice is hereby given that the following application has been filed at the Office of the Town Clerk in the Town of Montrose, Dane County, Wisconsin for the sale of fermented malt beverages and intoxicating liquors in said Town for such class of license and such premises, respectively as indicated after the name of the applicant, through June 30, 2026.

Tonie E. Roche, LLC, d/b/a Paisa Pour House, LLC. "Class C Liquor" (wine only) and Class "B" Beer. Tonie Roche, Agent, 560 State Rd 78, Mt Horeb, WI 53572. The 5000 square foot building at 6895 Paoli Rd will be remodeled to house a bar

where wine and beer will be sold, stored or consumed, and related records are stored.

Consideration of the application filed with the Town Clerk by Tonie E. Rocke, LLC, d/b/a Paisa Pour House, LLC, for a “Class C” (wine only) liquor license and Class “B” beer license through June 30, 2026, for the premises located at 6895 Paoli Road, where a 5,000-square-foot building will be remodeled to house a bar for the sale, storage, and consumption of wine and beer.

The Land Use Committee reported having a detailed discussion regarding the proposed use of the building, noting that the business intends to press and process grapes seasonally, including pasteurizing juice for retail sales and producing non-alcoholic grape products. Carry-out sales were also discussed. The applicant stated there is no intent to place picnic tables in the front of the building. Board members discussed site layout and alcohol-service considerations, including concerns raised about alcohol crossing the street.

Cory Brown made a motion to approve the application of Tonie E. Rocke, LLC, d/b/a Paisa Pour House, LLC. “Class C Liquor” (wine only) and Class “B” Beer. Tonie Rocke, Agent, 560 State Rd 78, Mt Horeb, WI 53572.

3. Appointment of members to the ad hoc Paoli Development Committee: John Cioci, Tarna Hunter, Nic Mink, John Sayles, Julie Walser.

Paul Schaller made a motion to approve John Cioci, Tarna Hunter, Nic Mink, John Sayles, Julie Walser, and Mike Klonsinski as members of the ad hoc Paoli Development Committee, seconded by Cory Brown, passed by Roger Hodel.

4. Mike Klonsinski seeks a Conditional Use Permit for the property at 6885 Paoli Rd, parcel number 040/0508-101-0661-0, for the purpose of supporting the operation of a commercial event venue and photography business, including hosting small-scale private events, workshops, photography sessions, and related uses consistent with such operations, operating in the barn and outdoors in the Paoli Backyard. Events may include elopements, workshops, retreats, private group gatherings, and small sales events.

Tim Schmitt presented the Land Use Committee findings on the request from Paoli World Headquarters for a CUP to allow indoor and outdoor entertainment and sales events at The Paoli Barn, 6885 Paoli Road, zoned Hamlet Mixed Use (Ham-M). Site improvements (a new well and large septic system) at this facility will accommodate the proposed use. A 4-stall off-street parking area exists for the business owners. Proposed activities include a photography business and indoor/outdoor small-scale private gatherings and sales events space (an average of 30 to 40 people, with a barn

max of 50). Present to answer questions were the Barn owners, Mike Klonsinski and Tarna Hunter, and Cheyenne Blevins, who will create and operate this new business to be known as The Reverie at Paoli. Food and drink will not be served but customers may bring in light refreshments. A Class B beer/wine only license may be sought in the future. Limited outdoor lighting, low music levels, and observing a 10 PM closing time for events were discussed and agreed upon. The request was passed unanimously by the Land Use Committee.

Paul Schaller moved, seconded by Cory Brown, the request by Paoli World Headquarters, LLC's CUP request to allow indoor and outdoor entertainment and sales events in the Paoli Barn at 6885 Paoli Road provided activities conclude by 10 PM, with the condition that the CUP will be reviewed at the end of three years. This request meets the standards for a CUP under s. 10.101(7) of Dane County's zoning ordinance. Motion carried unanimously.

The CUP request has a public hearing date of May 26 with Dane County Zoning.

Tim Schmitt stated that several residents have inquired about Auxiliary Dwelling Units, and the committee will be reviewing if this is a viable zoning option in the coming months.

Dane County notified the township that after the rewriting of Chapter 10 was finalized in 2019 and former Chapter 10 was repealed, six properties in Paoli were overlooked and not assigned their new matching zoning category so they are currently in old zoning designations that are no longer valid and no longer exist. Dane County will be contacting each landowner to correct these six oversights. This is an administrative, record-keeping correction with no fees involved.

5. Discussion and possible action in regard to parking solutions for Paoli.

John Sayles reported that he, Roger, Jennifer, and Pat Downing met with Commissioner Abongwa, as well as engineers and operations from the Dane County Highway and Transportation Department, to review current conditions in Paoli and identify potential parking and traffic solutions for Paoli. The Town had requested that the county evaluate several safety improvements on Hwy PB, including better lighting, crosswalk enhancements, lower speed limits, and routing truck traffic. County officials are taking Paoli's traffic and parking challenges very seriously. The Commissioner will be meeting directly with Paoli merchants on April 6th and has contacted Dane County Parks about the possibility of the town leasing land for the purpose of a parking lot. Multiple options are being explored, and the process may lead to significant changes. A public hearing may be required as discussions progress and John Sayles offered to facilitate that hearing.

Kevin Eslick, Highway Engineer, was a part of the meeting and stated that any business events occurring in Paoli impacting the county highway, must follow county requirements, including completion of the appropriate event forms to insure County coordination. The possibility of a jurisdictional transfer of the roadway remains under consideration. All discussions remain in the early stages of discussion and negotiation. The Commissioner stressed that the County's priorities in Paoli are of public safety and the thriving of local businesses.

Public Input

Roger reported that New Glarus is joining the Belleville EMS District, noting a smooth and well-supported transition. He explained that the state Innovation Grant for new EMS districts—worth \$125,000 per year for five years—has a March 31 deadline. To qualify, all seven municipalities must ratify a new district agreement placing them under one organizational structure.

The new agreement has been reviewed and revised line-by-line; once the final draft is received by the town, Montrose will hold a Special Town Board Meeting to consider approval. A key change is that, in four years, EMS costs will shift from being based on population to call volume. Representation changes were also discussed: the district will be governed by a seven-member board, with one vote per municipality. The Board noted the agreement is well-written, and Roger noted that Josh Westcott has prepared a document that may serve as a future template for other communities forming consolidated EMS districts. Roger reported that Belleville currently has a surplus of EMTs, with 46 individuals on the roster.

The motion was made to adjourn at 9:05pm, meeting adjourned.

Respectfully submitted,

Jennifer Armstrong, Town Clerk

