

Town of Montrose
Tuesday, June 2, 2026 at 7:00PM
Montrose Town Hall, 1341 Dianne Avenue
Belleville, WI 53508

Minutes aren't final until approved at the following Board meeting.

Town of Montrose Minutes from May 5, 2026 at 7:00PM:

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

Residents: Deb Chicks, Darren Chicks, Jean Eichelkraut, Mary DeGroot, Brian Novinska, Jen Novinska, Jean Hodel, Susan Lockert-Kientiz, Jr Eichelkraut, Brian and Yogi Brown, Tim Bahls, Jeanne Blasberg, John and Ann Sayles, Sheila Everson, Deb Brucaya, Jerry Brucaya, Mike Klonsinski, Tarna Hunter

Non-Residents: Nic Mink

Roger Hodel called the meeting to order at 7:00PM.

The meeting was posted according to law.

John Sayles extended a special thank you on behalf of the township to Brian Novinska for his donation of time, labor, and materials in measuring and installing the new acoustic panels at the Town Hall, and generously acquiring the donation and installing two new flat-screen monitors.

Jennifer Armstrong read the minutes from the April 2nd regular town board meeting. Paul Schaller made a motion to approve as corrected, seconded by Cory Brown, unanimous by Roger Hodel.

Treasurer's Report was presented by Jennifer Armstrong. Paul Schaller moved to approve the report and to pay all bills, seconded by Cory Brown, approved by Roger Hodel.

Roger Hodel directed the Treasurer to transfer funds from the checking account to the Capital Expenditure account, in the amount allocated in accordance with the approved 2026 budget.

Condolences were extended to the family and friends of David Elsing, Cheri O'Connor, and Clint Zetl.

Culvers will be hosting a fundraiser for the Sugar River EMS on Saturday, May 9th. The clerk made a note that the salt shed report was distributed to the Board. The FFA expressed their appreciation to the Town for the use of the Town Hall to host the FFA State Floriculture event and shared photographs from the event.

Ann Sayles reported that the Comprehensive Plan Committee received 253 returned surveys to date. A public Community Engagement Meeting is scheduled for Thursday, June 6, at 6:00 p.m. Additionally, Ann made note that resources are available through the Sugar River Senior Center for area seniors for medical hardware needs, medical transportation, or meal assistance, and encouraged seniors to contact the Center.

The Land Use Committee members are appointed for two-year terms in odd years. Thank you to Tom Sarbacker and Jerome Gobel for their long time service on the LUC. Paul Schaller made a motion to approve: Junior Eichelkraut, Deb Brucaya, Tim Schmitt and new members: Sheila Everson and Danny Nolden for a two year appointment to the Land Use Committee, seconded by Cory Brown, and approved by Roger Hodel.

Cory Brown made a motion to approve the request by John and Cynthia Gehin & Paul and Jacqueline Gehin to create a residential lot located in Section 13; on parcel numbers 0508-133-9001-5 and 0508-133-8502-1. The proposed lot is on the south side of County Highway A and just East of address 6545, County Highway A. The petition is to rezone 2.439 acres (including ROW, 2.115 acres without ROW) from FP-35 (Farmland Preservation District) to RR-2 (Rural Residential District) pending the results of the splits analysis on the original 1978 farm by Dane County. Motion seconded by Paul Schaller, made unanimous by Roger Hodel.

Jennifer Armstrong presented notes from the information she gathered from speaking with the municipal clerks of New Glarus, Elkhart Lake, and Mount Horeb regarding their experiences with lodging taxes.

A lengthy and involved discussion followed regarding the potential adoption of a municipal room tax.

Arguments in opposition to the tax included:

- Concerns regarding the additional administrative burden on town staff.
- The potential to increase tourism and traffic before local parking solutions are fully resolved.
- A lack of interest by some residents in actively promoting business expansion in Paoli.
- The suggestion that businesses could independently adjust their rates to generate revenue rather than instituting a municipal tax.

Arguments in favor of the tax included:

- The potential for a trial period to evaluate the tax's impact.
- Providing local merchants with resources to spread out events like the Christkindlmarkt over multiple weekends, creating a smaller, safer, and more manageable scale of tourism
- Utilizing tourism-generated revenue to fund parking/infrastructure solutions and support local businesses during the slower winter months.
- Recognizing the ongoing investment businesses have made to beautify Paoli, and noting that passing on the tax could represent a missed opportunity for the town.

Roger Hodel acknowledged that business expansion is naturally constrained by the existing geographic perimeter and footprint of Paoli, implementing a tax would not cause outward growth. He also reported that he had personally spoken with the local lodging establishments, noting that all were supportive and willing to implement the room tax.

Cory Brown outlined the statutory requirements for a Tourism Commission, noting that members serve one-year terms at the Town Board's discretion and that the commission must include at least one lodging owner. He noted that 70% of the tax revenue is restricted to tourism promotion and development by statute, validating community concerns about traffic and infrastructure. Cory shared that merchants have had robust conversations about using the funds for safety and infrastructure rather than for the purpose of increasing crowd sizes before proper infrastructure is in place. Proposals include public restrooms, quality signage, and funding the Christmas chalet project to spread the Christkindlmarkt over an entire month, reducing the

hazards of a single peak weekend. He noted that merchants welcome a Town Board member to serve on the commission. A one-year trial period offers the Town a way to monitor the impact and benefits of the tax in a slow, controlled manner.

Paul Schaller also spoke in support of a trial period, and made a motion to proceed with the town's implementation of a room tax, with a sunset clause to take effect as of the date of implementation. Cory Brown seconded. Roger Hodel approved. A commission will be created to provide oversight over the 70%, the sunset date is one year. At that time, the town will continue if things are going well, or discontinue if not going well. A proposed municipal tax ordinance will be placed on the June agenda.

Deb Chicks reported that she, Brian Brown, Jean Eichelkraut, and John Sayles recently conducted a walkthrough of the Town Hall to identify interior and exterior maintenance needs. Exterior items identified included the front entry, the garage door sill, the northwest corner drainage, and the gutters and downspouts, which may need replacement. Landscaping improvement suggestions are to include the flagpole and signage board. Interior concerns include a leaking kitchen faucet, damaged office ceiling tiles, and a review of the bathrooms, kitchen, and water bubbler. Deb noted that the group prioritized general maintenance, safety, and ADA accessibility considerations, identifying the front entrance as the primary area of concern. John Sayles inquired if it was permissible to contact individuals to inspect and provide estimates for repairs. It was noted that Town Hall repairs and improvements will be placed on the June meeting agenda.

Motion to adjourn made at 9:06PM. Meeting adjourned.

Respectfully Submitted,

Jennifer Armstrong, Town Clerk