



# VILLAGE OF WILLIAMS BAY

250 Williams Street | PO Box 580 | Williams Bay | WI | 53191 | vi.williamsbay.wi.gov

Phone: 262-245-2700

## NOTICE

### **PLAN COMMISSION MEETING TUESDAY, APRIL 7, 2026 AT 6:30 PM Village Hall Council Room 250 Williams Street Williams Bay, WI 53191**

**There may be a quorum of Village Trustees present, no board business will be conducted.**

**The meeting will be live-streamed on the Village of Williams Bay's YouTube, which can be found here: [https://youtube.com/live/HOa\\_jW6LbKs?feature=share](https://youtube.com/live/HOa_jW6LbKs?feature=share)**

## AGENDA

The following agenda items may be considered for Discussion, Consideration, or Action

- I. **Call to Order**
- II. **Roll Call**
- III. **Pledge of Allegiance**
- IV. **Minutes**
  - A. Plan Commission Meeting Minutes of February 3, 2026
  - B. Plan Commission Meeting Minutes of February 11, 2026
- V. **Recommendation and Possible Action for a Zoning Text Amendment to the Village of Williams Bay Zoning Ordinance Pertaining to Tourist Rooming Houses**
  - A. Applicant: Village of Williams Bay
- VI. **Adjournment**

Adam Jaramillo  
Chairman

*Requests from persons with disabilities, who need assistance to participate in this meeting or hearing, should be made to the Village Clerk's office in advance so the appropriate accommodations can be made.*

Posted: 04/02/2026 5:00 PM



# VILLAGE OF WILLIAMS BAY

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## UNOFFICIAL MINUTES PLAN COMMISSION MEETING 2/3/2026 MEETING TUESDAY, FEBRUARY 3, 2026 AT 6:30 PM VILLAGE HALL COUNCIL ROOM 250 WILLIAMS STREET WILLIAMS BAY, WI 53191

**THERE MAY BE A QUORUM OF VILLAGE TRUSTEES PRESENT, NO BOARD BUSINESS WILL BE CONDUCTED.**

**THE MEETING WILL BE LIVE-STREAMED ON THE VILLAGE OF WILLIAMS BAY'S YOUTUBE, WHICH CAN BE FOUND HERE:**

**[HTTPS://YOUTUBE.COM/LIVE/UXFTWA\\_PTT0?FEATURE=SHARE](https://youtube.com/live/uxftwa_ptt0?feature=share)**

### **I. Call to Order**

President Jaramillo called the meeting to order at 06:30pm.

### **II. Roll Call**

Present: President Adam Jaramillo, Commissioners Maggie Gage, Marianne Klemke, Mike Fieweger, Colin Doerge

Also Present: Administrator David Lothspeich, Village Attorney Mark Schroeder, Zoning Administrator Allison Schwark, Clerk Tina Kolls

Excused: Trustee Lowell Wright, Commissioners Matt Robbins, Jess Haak

### **III. Pledge of Allegiance**

The Pledge of Allegiance was recited by all.

### **IV. Minutes**

#### **A. Plan Commission Meeting Minutes of December 2, 2025**

The motion to approve the Plan Commission Meeting Minutes of December 2, 2025 was initiated by Commissioner Klemke and seconded by Commissioner Fieweger. Unanimously carried.

### **V. Recommendation and Possible Action for a Site Plan Review and Conditional Use Permit**

#### **A. APPLICANT: Yerkes Future Foundation Inc. (Owner)**

TAX KEY: WA518500001

STREET ADDRESS: 373 W Geneva Street, Williams Bay, WI 53191

The applicant requests a site plan review and conditional use permit per Section 390-0223 Conditional Use Permit, and Section 390-0223(C) (14) Large Developments, for the construction of a new playground space; and a pavilion building that includes a patio area, two family restrooms, and nursing/sensory room.

#### **B. Consideration and Possible Action on Site Plan Review and Conditional Use Permit Application**

The motion to table the Yerkes Future Foundation Inc. request for a site plan review and conditional use permit per Section 390-0223 Conditional Use Permit, and Section 390-0223(C) (14) Large Developments, for the construction of a new playground space; and a pavilion building that includes a patio area, two family restrooms, and nursing/sensory room was initiated by Commissioner Gage and seconded by Commissioner Klemke. Unanimously carried.

**VI. Recommendation and Possible Action for a Zoning Text Amendment to the Village of Williams Bay Zoning Ordinance Pertaining to Tourist Rooming Houses**

- A.** APPLICANT: Village of Williams Bay  
STREET ADDRESS: 250 Williams Street, Williams Bay, WI 53191  
The Village of Williams Bay is seeking to amend Section 390-0310M of the Zoning Ordinance of the Village of Williams Bay, concerning Tourist Rooming Houses.

- B.** Open Public Hearing

President Jaramillo opened the public hearing at 07:18 pm.

No one spoke regarding this item.

- C.** Close Public Hearing

President Jaramillo closed the public hearing at 07:19 pm.

- D.** Consideration and Possible Action on Zoning Text Amendment

The motion to table the Village of Williams Bays request to amend Section 390-0310M of the Zoning Ordinance of the Village of Williams Bay, concerning Tourist Rooming Houses was initiated by President Jaramillo and seconded by Commissioner Klemke. Unanimously carried.

**VII. Recommendation and Possible Action for a Zoning Text Amendment to the Village of Williams Bay Zoning Ordinance Pertaining to Temporary Relocatable Buildings**

- A.** APPLICANT: Village of Williams Bay  
STREET ADDRESS: 250 Williams Street, Williams Bay, WI 53191  
The Village of Williams Bay is seeking to amend Section 390-0316G of the Zoning Ordinance of the Village of Williams Bay, concerning Temporary Relocatable Buildings.

- B.** Open Public Hearing

President Jaramillo opened the public hearing at 07:33 pm.

Dawn Marie Mancuso, Clear Water Salon Spa & Green Grocer, Spoke in opposition.

Tom Lothian, 539 Park Ridge Rd, Spoke regarding having a site survey done.

- C.** Close Public Hearing

President Jarmaillo closed the public hearing at 07:40 pm.

- D.** Consideration and Possible Action on Zoning Text Amendment

The motion to approve the Village of Williams Bay request to amend Section 390-0316G of the Zoning Ordinance of the Village of Williams Bay, concerning Temporary Relocatable Buildings was initiated by President Jaramillo and seconded by Commissioner Fieweger.

**Votes:**

Yes: President Jaramillo, Commissioners Fieweger, Klemke, Gage, Doerge

No: None

Abstain: None

Result: Passes

**VIII. Recommendation and Possible Action for a Conditional Use Permit**

**A. APPLICANT: Village of Williams Bay, EMS Living Quarters (Project)**

TAX KEY: WOP 00085 and WOP 00089

STREET ADDRESS: 7 E Geneva Street, Williams Bay, WI 53191

The applicant requests a conditional use permit per Section 390-0224(F)(5) and 390-0316(G) to keep a temporary relocatable building on site to provide housing to overnight EMS staff for longer than a 6-month period, within the required setbacks.

**B. Open Public Hearing**

President Jaramillo opened the public hearing at 07:51 pm.

Dawn Marie Mancuso, Clear Water Salon Spa & Green Grocer, spoke in opposition to the proposed location for the relocatable building.

**C. Close Public Hearing**

President Jaramillo closed the public hearing at 07:57 pm.

**D. Consideration and Possible Action on Conditional Use Permit**

The motion to approve the Village of Williams Bay request for a conditional use permit per Section 390-0224(F)(5) and 390-0316(G) to keep a temporary relocatable building on site to provide housing to overnight EMS staff for longer than a 6-month period, within the required setbacks was initiated by President Jaramillo and seconded by Commissioner Fieweger.

**Votes:**

Yes: President Jaramillo, Commissioners Fieweger, Klemke, Gage Doerge

No: None

Abstain: None

Result: Passes

**IX. Adjournment**

The motion to adjourn was initiated by Commissioner Gage and seconded by Commissioner Klemke at 07:59pm. Unanimously carried.

/s/ Tina Kolls, Village Clerk

*These are not official Minutes until approved by the Governing Body.*



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## UNOFFICIAL MINUTES PLAN COMMISSION MEETING 02/11/2026 - PART 1 OF 2 MEETING

WEDNESDAY, FEBRUARY 11, 2026 AT 6:30 PM  
WILLIAMS BAY SCHOOL - AUDITORIUM  
(SOUTH BUILDING ENTRANCE & PARKING LOT)  
500 WEST GENEVA STREET, WILLIAMS BAY, WI 53191

### PART 1 OF 2 - AGENDA ITEMS I. THROUGH V. E. 1.

**THERE MAY BE A QUORUM OF VILLAGE TRUSTEES PRESENT, NO BOARD BUSINESS WILL BE CONDUCTED.**

#### I. Call to Order (Online Meeting Packet 1 of 2)

President Jaramillo called the meeting to order at 06:30pm.

#### II. Roll Call

Present: President Adam Jaramillo, Trustee Lowell Wright, Commissioners Maggie Gage, Marianne Klemke, Matt Robbins, Mike Fieweger, Colin Doerge, Jess Haak

Also Present: Trustees Rob Umans, Mary Bartholomew, Steve Russell, Village Attorney Mark Schroeder, Administrator David Lothspeich, Village Engineer Doug Snyder, Zoning Administrator Allison Schwark, Village Planner Sonja Kruesel, Clerk Tina Kolls

#### III. Pledge of Allegiance

Pledge of Allegiance was recited by all.

#### IV. Meeting Decorum

- A. Public Comments. *As established by Village Code, the Village Plan Commission and Village Board held a public hearing for the General Development Plan (GDP). With the GDP having been approved, the Plan Commission is meeting to evaluate the Final Development Plan (FDP) and make a determination whether the FDP is consistent with the GDP. Village Code does not provide for public hearing for FDP and there will not be public comment at this meeting. The Village encourages all interested in providing comment on the FDP to email Village Clerk Tina Kolls at [clerk@vi.williamsbay.wi.gov](mailto:clerk@vi.williamsbay.wi.gov) or in writing. All comment communications received by Noon, Tuesday, February 10, 2026 will be sent to all Plan Commission Members.*
- B. Meeting Decorum. *According to Robert's Rules of Order, meeting decorum means maintaining respectful and orderly behavior during a meeting. Violators of meeting decorum will be excused from the meeting.*

#### V. Presentations - Williams Bay Support Staff & Applicant Topography Representatives

- A. Village Zoning Administrator Allison Schwark - Consistency of Final Development Plan (FDP) Application with the Approved General Development Plan (GDP)

Zoning Administrator Allison Schwark gave a brief presentation on the consistency of the Final Development Plan (FDP) application with the approved General Development Plan (GDP).

- B. Village Planner Sonja Kruesel, Vandewalle Associates - Consistency of Final Development Plan (FDP) Application with the Village's Comprehensive Plan

Village Planner Sonja Kruesel, Vandewalle Associates gave a brief presentation on the consistency of Final Development Plan (FDP) Application with the Village's Comprehensive Plan.

- C. Village Tree Commissioner Allison Schwark - Review of Tree Preservation Plan for Consistency of Final Development Plan (FDP) Application with the Approved General Development Plan (GDP)

Village Tree Commissioner Allison Schwark gave a brief presentation of the Tree Preservation Plan for Consistency of Final Development Plan (FDP) Application with the Approved General Development Plan (GDP).

- D. Village Engineer Doug Snyder - Review of Project Improvements for Consistency of Final Development Plan (FDP) Application with the Approved General Development Plan (GDP)

Village Engineer Doug Snyder gave a brief presentation of Project Improvements for Consistency of Final Development Plan (FDP) Application with the Approved General Development Plan (GDP).

- E. Applicant Topography - Presentation of Application for Final Development Plan (FDP)

The Applicant Topography gave a brief presentation of the Application for Final Development Plan (FDP).

- 1. PDO and Site Plans

- a. **REFER TO PLAN COMMISSION MEETING 02/11/2026 PART 2 OF 2 FOR THE FOLLOWING ATTACHMENTS**

- 2. Storm Water Management, Utility Easements and Vacations

- 3. CSM's, Condominium Plats and Covenants

## VI. Plan Commission - Discussion Concerning Presentations

## VII. Plan Commission - Discussion and Consideration of Motions Recommending The Topography Final Development Plan (FDP) Application for The Preserve Development to the Village Board of Trustees

- A. Consideration of A Resolution Recommending Approval of The Topography Final Development Plan (FDP)

The motion to approve Plan Commission Resolution R-01-26 Recommending Approval of The Topography Final Development Plan (FDP) was initiated by Trustee Wright and seconded by Commissioner Haak. Unanimously carried.

## VIII. Plan Commission - Discussion and Consideration of Certified Survey Map for the Conservancy Area - One (1) Lot Certified Survey Map

- A. Consideration of A Resolution Recommending Approval of the Certified Survey Map (CSM) for the Conservancy Area - One (1) Lot CSM

The motion to approve Plan Commission Resolution R-02-26 Recommending Approval of the Certified Survey Map (CSM) for the Conservancy Area - One (1) Lot CSM was initiated by Trustee Wright and seconded by Commissioner Fieweger. Unanimously carried.

## IX. Plan Commission - Discussion and Possible Consideration on Certified Survey Map for the Preserve Resort Area - Four (4) Lot Certified Survey Map

- A. Consideration of A Resolution Recommending Approval of A Certified Survey Map (CSM) for the Preserve Resort Area - Four (4) Lot CSM

The motion to approve Plan Commission Resolution R-03-26 Recommending Approval of A Certified Survey Map (CSM) for the Preserve Resort Area - Four (4) Lot CSM was initiated by Commissioner Haak and seconded by Commissioner Robbins. Unanimously carried.

## X. Plan Commission - Discussion and Possible Consideration of Preliminary Condominium Plat for The Preserve, A Condominium At Williams Bay

**A. Consideration of a Resolution Recommending Approval Of A Preliminary Condominium Plat for The Preserve**

The motion to approve Plan Commission Resolution R-04-26 Recommending Approval Of A Preliminary Condominium Plat for The Preserve was initiated by Commissioner Gage and seconded by Commissioner Klemke. Unanimously carried.

**XI. Adjournment**

The motion to adjourn was initiated by Commissioner Robbins and seconded by Commissioner Klemke at 07:40pm. Unanimously carried.

/s/ Tina Kolls, Village Clerk

*These are not official Minutes until approved by the Governing Body.*

**ORDINANCE #2026-\_\_\_\_\_**  
**AN ORDINANCE AMENDING SECTION 390-0310M. OF THE CODE OF ORDINANCES OF THE VILLAGE OF WILLIAMS BAY CONCERNING TOURIST ROOMING HOUSES**

WHEREAS, the Building, Zoning and Ordinance Committee (BZO), having determined that it is necessary to amend Section 390-0310M. of the Code of Ordinances, which regulates tourist rooming houses, in order to provide greater clarity and certainty as to advertising requirements and other requirements for the proper and safe operation of tourist rooming houses, including regulations governing the proper use of tourist rooming houses by their occupants, and to provide for more effective enforcement of those regulations; and

WHEREAS, the Plan Commission of the Village of Williams Bay having held the duly noticed public hearing to address the proposed amendment to Section 390-0310M. of the Code of Ordinances; and

WHEREAS, following said public hearing, the Plan Commission having voted to recommend to the Village Board of the village of Williams Bay (Village Board) the ordinance amending Section 390-0310M. of the Code of Ordinances; and

WHEREAS, the (BZO) having recommended to the Village Board the adoption of an ordinance amending Section 390-0310M. of the Code of Ordinances, which regulates tourist rooming houses, order to accomplish the above stated purposes; and

WHEREAS, the Village Board having determined that it is appropriate to accept the recommendations of the BZO and the Plan Commission, and enact an ordinance amending Section 390-0310M. of the Code of Ordinances for the reasons advanced by the BZO, in order to promote and enhance the quality of life, public health and safety and general welfare of persons in the Village.

NOW, THEREFORE, the Village Board of the Village of Williams Bay hereby ordain as follows:

Section I. Section 390-0310M. of the Code of Ordinances of the Village of Williams Bay is hereby amended to read as follows:

§390-0310M. Tourist rooming house.

M. Tourist rooming house. A dwelling unit available for stays for one to six consecutive days by paying guests, which may or may not be owner-occupied for parts of the year. These uses are often referred to as vacation rentals and include timeshare units. Where such units are rented for more than six but less than 30 consecutive days, such use shall not be considered tourist rooming houses but instead shall be considered short-term rentals, separately described and regulated in Chapter 205, Article III, Short-Term Rental of Residential Dwellings, of the Village Code. Where such units are leased for periods longer than 29 consecutive days, such use shall also not be considered tourist rooming houses, but shall instead be considered "single-family" dwellings, separately described and regulated under this chapter. Also not included within this land use category are "bed-and-breakfast establishments," "commercial indoor lodging," or "boarding houses."

- (1) Standards. Tourist rooming houses shall adhere to the following standards:

*[Amended 8-20-2018 by Ord. No. 2018-6]*

- (a) Advertising requirements. No person shall advertise, market, or list a property as a tourist rooming house prior to obtaining a license. All advertisements and listings must display the Village tourist rooming house license number and include the name and contact information of the property owner or designated agent. The license holder shall provide the Village with a list of all websites, platforms, and publications where the property is advertised.
- (b) Occupancy shall be limited to two persons per bedroom, plus an additional two persons. At no time may the number of guests exceed eight regardless of the number bedrooms in the dwelling unit.
- (c) The maximum stay for any party other than the owner of the premises shall be six consecutive days.
- (d) Events and parties. No outdoor events, parties, gatherings, or celebrations (including but not limited to weddings, graduations, reunions, bachelor parties, etc.) beyond the normal occupancy of the property shall be permitted at any tourist rooming house.
- (e) Designated operator. The property owner or designated agent must reside within 30 miles of the property and be available to respond to the Police Department or Village Hall within one hour and resolve issues within two hours in the event of an emergency or complaint. If a designated agent is used, the names, addresses, and 24-hour phone numbers of both the agent and the property owner must be provided to the Village Clerk, along with a copy of the management contract. Any changes must be updated within 15 days of the change.
- (f) The number of guest vehicles allowed on site is limited no more than one vehicle per bedroom. No parking is permitted on lawns. A minimum of one space per each bedroom of off-street parking is required. On-street parking is prohibited. No recreational vehicle, camper, tent, or other temporary lodging arrangement may be used for living or sleeping purposes.
- (g) Solid waste disposal. Solid waste disposal practices must meet the standards set forth in Chapter 308 Solid Waste and Recycling, of the Code of the Village of Williams Bay with specific attention to §308-22 A. and B. regarding collection carts and C. which states that “No solid waste and recyclables shall be placed as herein required at the specified collection point sooner than 24 hours prior to the regularly scheduled collection time or be allowed to remain at the curb longer than 12 hours thereafter.”

- (h) Guest registry. Each license holder shall keep a registry of all guests including their names, addresses, phone numbers, and dates of stay. The registry shall be submitted quarterly to the Clerk with written certification by the property owner of guest registration and compliance (even if no room tax form is submitted for that quarter). The registry shall also be made available upon request by the Code Enforcement Officer or Clerk. The license holder shall maintain the above stated information for a period of not less than two years (current year and prior year).
- (i) Property rules. Property rules must be posted at the property near the front door. The property owner must also share property rules with all property owners within 500 feet of the tourist rooming house property.

Property rules must include the following minimum information:

- [1] Maximum occupancy of the property.
  - [2] Contact information for the designated operator.
  - [3] Where to park.
  - [4] Quiet hours of 10:00 p.m. to 7:00 a.m.
  - [5] Pet policy: no more than three pets are allowed at the property.
  - [6] No outdoor events as described in §390-0310M(1)(d).
  - [7] Outdoor burning regulations.
  - [8] Non-emergency contact information for law enforcement and fire.
  - [9] What to do with the garbage after the rental period is ended.
  - [10] Copy of the State of Wisconsin tourist rooming house license.
  - [11] Copy of the Village short-term rental license.
  - [12] Copy of the boating regulations if the property is located adjacent to a lake shore.
- (j) The appearance or use of the dwelling shall not be altered in a manner that would cause the premises to differ from its residential character either by the use of colors, materials, construction, lighting, signs, or the emission of sounds, odors, dust or vibrations that carry beyond the premises.
  - (k) The availability of the tourist rooming house to the public shall not be advertised on site.
  - (l) The tourist rooming house must be licensed by the State of Wisconsin as required by state statute. Proof of valid State of Wisconsin tourist rooming house license must be posted near the front door.

- (2) License required.
  - (a) Any person who maintains, manages or operates a tourist rooming house for more than ten (10) nights in a year shall obtain a permit under this §390-0310M. and pay the required fee. The license shall be valid for one year from the date of approval.
  - (b) A copy of the Wisconsin Department of Revenue Seller's Permit must be provided with the license application and maintained current.
  - (c) Insurance. All tourist rooming house properties must maintain valid property and liability insurance. Proof of insurance must be provided with the initial license application and upon renewal.
  - (d) Inspections and emergency access. A mandatory building and fire inspection report showing compliance with all applicable codes must be submitted prior to license approval. Annual inspections are required for license renewal. A KNOX box must be installed for emergency entry by fire and police personnel.
  - (e) License renewal. License renewal application and fees are due 45 days before the license expires. Each license shall be valid for one year from the date of approval. A late fee of \$250 shall be assessed for any renewal application submitted after the 45-day deadline.
- (3) Penalties for violations.
  - (a) Operating without a license. Any person operating a tourist rooming house without a valid license shall be subject to a \$1,000 forfeiture, plus all past due room taxes for prior rentals if not yet paid. Each day of operation without a license constitutes a separate offense. Compliance with this Subsection 390-0310M. will be the responsibility of the property owner.
  - (b) Major violations of are subject to forfeitures and license revocation.

Major violations include:

- [1] Rental marketing that does not include the license number or falsely advertises the property;
- [2] No designated operator within 30 miles of the property;
- [3] Failure to display the license number as required;
- [4] Failure to pay room tax and submit timely reporting;
- [5] Failure to pay annual license fees;
- [6] Failure to report rentals from all forms of advertising in conjunction with room tax payment;
- [7] Having another rental arrive during another guest's rental period;
- [8] Illegal activity on the property.

- (c) Penalties for major violations are based on the number of violations in a rolling 12-month period as follows:
  - [1] First offense: \$250 forfeiture per day of violation plus court costs until rectified;
  - [2] Second offense: \$500 forfeiture per day of violation plus court costs until rectified; 3-month suspension of license;
  - [3] Third offense: \$1,000 forfeiture per day of violation plus court costs until rectified; Permanent revocation of license and no future ability to obtain a license for the property.
- (d) A reinspection fee shall be required after any major violation before the license can be reinstated.
- (e) Minor violations may be caused by renters or guests of a rental. Minor violations include, but are not limited to: noise complaints, disruptive behavior by occupants, refuse container placement or removal violations, or law enforcement intervention. The first two minor violations within a 12-month period shall be upgraded to constitute one major violation. Each additional minor violation within the same 12-month period shall constitute an additional major violation.
- (4) The total number of tourist rooming houses permitted in the Village shall not exceed 15.  
*[Amended 6-20-2022 by Ord. No. 2022-03]*

Section II. This ordinance shall take effect upon passage and publication as provided by law.

Approved by the Village Board the Village of Williams Bay this \_\_\_\_\_ day of \_\_\_\_\_, 2026.

VILLAGE OF WILLIAMS BAY

By: \_\_\_\_\_  
 Adam Jaramillo, President

Attest: \_\_\_\_\_  
 Tina Kolls, Clerk

First Reading: \_\_\_\_\_  
 Second Reading: \_\_\_\_\_  
 Date Adopted: \_\_\_\_\_  
 Date Published: \_\_\_\_\_