



City of Beaver Dam, Wisconsin
Plan Commission Meeting Minutes
205 S. Lincoln Ave; Council Chambers
Wednesday, February 25, 2026
4:00 PM

1) Call to Order – Roll Call

The meeting of the Plan Commission was called to order at 4:06 p.m. by Mayor Marck. Present: Todd Janssen, Jack Yuds, Monica Keel, Bobbi Marck. Mike Wissell, 5. Absent: Bill Schwartz, Bev Beal-Loeck, 2. Also in attendance were John Moosreiner (Inspection Services), Brian Landsinger and Lisa Zuelsdorf of W7960 Ollinger Road.

a) Approval of the January 28, 2026, Meeting Minutes

Motion by Keel, second by Wissell, to approve the minutes of the January 28, 2026 Plan Commission meeting, Motion carried by acclamation.

2) Discussion & Possible Action

a) Regarding Extraterritorial Plat Approval for Land Division of Parcel No. 004-1214-2631-002, 004-1214-2631-003, and 004-1214-2631-005

Introduced by Janssen, followed by discussion. Motion by Wissell to grant the special exception to City Ordinance Section 58-8(e)(2)c., second by Keel, all aye.

b) Regarding an Ordinance Creating Section 70-133 of the City of Beaver Dam Municipal Code Regarding Electronic Smoking Retailers

Motion by Mike Wissell, second by Monica Keel, to approve. Introduced by Marck followed by discussion. Moosreiner requested that “park or playground” as noted in section d)(1) be better defined for enforcement purposes. Yuds noted that this ordinance request originated from a non-city resident, and that non-city residents should not be dictating policy for the city. Yuds further noted that there are no similar policies for cigarette sales or tavern licenses, and that setting a policy for one entity could cause unwanted trouble for the city. Marck noted that she has heard concerns from multiple constituents on several occasions regarding the vape shop currently located near the middle school. Keel noted that a vape shop selling to minors would result in police enforcement and questioned why we are creating an ordinance for this. Marck noted that this ordinance could potentially address appropriate locations for more than just vape shops (i.e., tobacco and alcohol) in the future. Keel noted that she could potentially get on board with this ordinance if all entities (vape, tobacco, and alcohol) were addressed without one type being singled out. Wissell noted his concerns with the potential discriminatory nature of the ordinance as drafted but could also get on board with such if tobacco and alcohol were included. Motion by Yuds to approve as presented, second by Keel, all no. The preceding motion failed by the following vote: Ayes: None. Noes: Todd Janssen, Jack Yuds, Monica Keel, Bobbi Marck, Mike Wissell, 5.

c) Regarding an Ordinance Rezoning Parcel No. 206-1214-2212-002 Located at W8219 Hemlock Road From Single Family Residential District to Light Manufacturing District

Motion by Jack Yuds, second by Monica Keel, to approve. Motion carried by acclamation.

3) Adjourn

Motion by Mike Wissell, second by Monica Keel, to adjourn. Motion carried by acclamation. The mayor adjourned the meeting at 4:25 pm.

Respectfully Submitted,

Vicky Orth