



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

1) Call to Order – Roll Call

The meeting of the Plan Commission was called to order at 4:04 p.m. by Mayor Marck. Present: Todd Janssen, Bill Schwartz, Jack Yuds, Bobbi Marck, Bev Beal-Loeck, Mike Wissell, 6. Absent: Monica Keel, 1. Others in attendance – John Moosreiner (City Inspection Services), Larry Bierke (City Administrator), Harry Allen (Ehlers), Wendy Nichols (JCW), Nathan Watson (Next Generation), Terry Bell (WBEV), multiple unidentified members of the public.

a) Approval of the February 25, 2026, Meeting Minutes

Motion by Bill Schwartz, second by Jack Yuds, to approve. Motion carried by acclamation.

2) Public Hearing

a) Regarding a Proposed Amendment to the Project Plan and Boundaries of Tax Increment District No. 7

Marck opened the Public Hearing with Allen making a presentation on the Project Plan Amendment for Tax Incremental District No. 7, followed by public appearances.

Steve Rydzewski feels that the TID amendment is to include the Oppidan data center project. He noted that the Frank property was sold to the city in 2020 for \$488,000 which was paid for by the taxpayers, and now the city is selling the land at a loss for \$403,000. He noted that he's happy to see road projects included in the project plan but feels there should be more of a cost split with developers that damage the road during their construction operations. He is against approval of the TID amendment as presented.

Diane Holland emailed commissioners a link to a TID presentation by Prescott Blanch and encouraged commissioners to watch such and do their due diligence prior to deciding on the TID amendment. She noted that the TID amendment is not going to be good for we the people.

Shaun Bradley doesn't mind the concept of the TID amendment but does mind the timing of the amendment. He noted that the property was purchased in 2020 and questioned why the property was added to the TID at that time. He noted that nobody wants data centers and they are not good for the community. He noted that the tax increment created is used before the community sees any of it, and the impact on the community is not good. He noted that it's not completely true to say that the TID amendment is not being done for a new data center. He encouraged commissioners to do their due diligence and listen to their community members.

Emily Lutan explained the legal purpose of a TID being that taxing entities agree to temporarily forgo tax revenue so municipalities can fund public infrastructure projects to

make undeveloped land more attractive for development and is only legitimate if development wouldn't happen without public investment. She noted that if that assumption is false and development would happen anyway, it's called TIF abuse. She feels that this TID amendment falls under TIF abuse. She doesn't understand how the TID amendment would pass the but-for clause under Wisconsin law if the specific developer is unknown. She noted that the but-for clause was not discussed at the Joint Review Board meeting. She noted that the TID amendment is not necessary for the Oppidan development to happen and suggested that all public infrastructure projects noted in the amendment can be paid for without TID support.

Allen briefly discussed the required but-for test and noted that the list of projects in the amendment is not just to develop north end of the district but to install infrastructure for entire district.

The final Joint Review Board meeting will say the but-for test is or is not satisfied.

Marck closed the public hearing.

- b) Regarding a Proposed Amendment to Planned Unit Development (PUD) 1-2022 (The Monarch Lakeview)

Marck opened the Public Hearing, followed by public appearances.

Glen Link expressed his disappointment with the Monarch Development, noting that it was first sold as senior living; however, all buildings have steps and require expensive upgrades (\$10-15k stair lift, \$30-40k elevator) for some seniors to traverse the buildings. He noted that the originally proposed apartment building included elevators, but now that is being removed with the PUD amendment. He also noted costs for the development units have increased 35% as well.

Marck closed the public hearing.

### 3) Discussion & Possible Action

- a) Regarding a Resolution Approving an Amendment to the Project Plan and Boundaries of Tax Increment District No. 7

Motion by Mike Wissell, second by Bill Schwartz, to discuss as presented, followed by discussion. . Wissell noted that developer agreements typically include various improvements to public infrastructure. Schwartz noted that roads around TID #7 need improvement, and if they are not funded by TID they would have to be borrowed for as part of the City's Capital Improvement Projects. Yuds noted that the TID has sat many years as an empty cornfield not generating tax revenue, and now developers are wanting to develop along the 151 corridor, which is one way to help the tax base of the city. Motion by Jack Yuds to recommend approval as presented, second by Schwartz. The preceding motion passed by the following vote: Ayes: Todd Janssen, Bill Schwartz, Jack Yuds, Bobbi Marck, Bev Beal-Loeck, Mike Wissell, 6. Noes: None.

- b) Regarding a Resolution Recommending Approval of an Amendment to Planned Unit Development (PUD) 1-2022 (The Monarch Lakeview)

Introduced by Nichols followed by discussion. Nichols noted that this amendment changes a 74-unit apartment building to 14 single family units, which they feel is a better fit for the neighborhood and current housing market. Bierke asked about JCW's absorption rates and timeline for construction, to which Nichols replied there are 3 stacked flat units left to sell, single family units 1 & 2 are still on the market, and construction continues on the lakefront villas of which one is sold and the other has high interest. Nichols noted that their goal is to start amendment construction upon permit approvals in spring/summer 2026. Yuds noted that he happy to see that the apartments are no longer being constructed and likes the switch to single family units. Moosreiner noted that neighbors of the development are happy to see the apartment not being constructed as well. Wissell asked what the difference is in the total value of the amendment compared to the original proposal, as that's very important to the TID. Bierke noted that the development was projected to have a \$42M tax base per the TID #9 project plan and also requested updated figures from the developer. Moosreiner noted that the commission needs to determine if this a minor or major change to the PUD, as a major change needs to be forwarded to council for approval. Bierke noted that Developer Agreement with JCW for the Monarch Development guarantees a tax base of \$4M via letter of credit. Motion by Todd Janssen to recommend approval of the PUD Amendment as a substantial alteration of the original plan with the understanding that JWC will provide updated development valuation information to Common Council, second by Bev Beal-Loeck. The preceding motion passed by the following vote: Ayes: Todd Janssen, Bill Schwartz, Jack Yuds, Bobbi Marck, Bev Beal-Loeck, Mike Wissell, 6. Noes: None.

c) Regarding a Resolution Approving the Final Plat of Eagle's View Addition 3

Introduced by Janssen followed by discussion. Motion by Bill Schwartz to recommend approval as presented, second by Bev Beal-Loeck. The preceding motion passed by the following vote: Ayes: Todd Janssen, Bill Schwartz, Jack Yuds, Bobbi Marck, Bev Beal-Loeck, 5. Noes: None. Abstain: Mike Wissell, 1.

4) Adjourn

Motion by Bill Schwartz, second by Bev Beal-Loeck, to adjourn. The mayor adjourned the meeting at 5:15 p.m.