

**COUNTY OF DUNN
MENOMONIE, WISCONSIN
NOTICE OF PUBLIC MEETING**

In accordance with the provisions of Section 19.84, Wisconsin Statutes, notice is hereby given that a public meeting of the **Dunn County Planning, Resource, and Development Committee** will be held on **Wednesday, December 3, 2025 at 8:30am in Room 60 at the Dunn County Government Center**, 3001 US HWY 12 East, Menomonie, Wisconsin. **The building entrance for meetings is on the lower level of the Government Center and will be open 30 minutes ahead of the meeting start time.** Items of business to be discussed or acted upon at this meeting are listed below. A video recording of the meeting will be available for subsequent viewing on the Dunn County YouTube channel at the following link:

<https://www.youtube.com/@dunncounty1854>

Members of the public who require assistance in accessing the meeting, please call (715) 231-6505. Upon reasonable notice, the County will make efforts to accommodate the needs of disabled individuals through sign language, interpreters, or other auxiliary aids. For additional information, or to request the service, contact the County Human Resources Manager at 715-232-2429 (Office), 715-232-1324 (FAX) or 715-231-6406 (TDD) or by writing to the Human Resources Manager, Human Resources Department, 3001 US HWY 12 E, Suite 225, Menomonie, Wisconsin 54751.

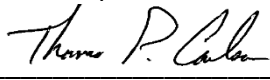
Persons wishing to provide public comment may do so at the meeting or may submit written comments by sending an email beforehand to publiccomment@co.dunn.wi.us. Comments, provided in person or written, will be subject to the rules of the County Board and will not be allowed or provided to the committee and not reflected on the record if they do not align with Chapter 2 of Dunn County Ordinances.

AGENDA

- 1. Call to Order**
- 2. Call of the Roll**
- 3. Approval of the Minutes – October 15, 2025**
- 4. Public Comments Related to Items on the Agenda**
- 5. Public Comments - Comprehensive & Farmland Preservation Plan Update**
- 6. Public Hearing: None**
- 7. Staff Reports:**
 - A. Register of Deeds monthly report
 - B. Environmental Services monthly department reports
 - C. Comprehensive Plan-Review, Discuss and Provide Feedback on Draft Goals, Objectives, Policies & Strategies for Transportation and Economic Development
- 8. Items placed at the request of the Chairperson:**
 - A. Tainter Lake Rehabilitation District Report
- 9. Consideration of Actions to be taken by the Planning, Resource, and Development Committee: None**

10. **Consideration of reports, resolutions, and ordinances to the County Board from the Planning, Resource, and Development Committee: None**
11. **Announcements:**
12. **Future meeting date and any agenda items: December 17, 2025**
13. **Adjournment**

Tom Quinn, Chairperson

Signed: 

Thomas P. Carlson
Dunn County Surveyor

**COUNTY OF DUNN
MENOMONIE, WISCONSIN
MINUTES**

**Minutes of the Meeting of the Dunn County Planning, Resource, and Development Committee
Held on October 15, 2025, in the Dunn County Government Center, Room 60**

DRAFT

- 1. Call to Order.** There being a quorum of the Dunn County Planning, Resource, and Development Committee, Chairperson Quinn called the meeting to order at 8:32 a.m.
- 2. Call of the Roll.** Present were Tom Quinn (Chair), Monica Berrier, Gary Bjork, Mike Kneer, and Diane Morehouse.
- 3. Approval of Minutes.** Supervisor Bjork made a motion to approve the minutes of the October 1, 2025, meeting. Seconded by Supervisor Morehouse. All in favor. Motion carried.
- 4. Public Comments Related to Items on the Agenda.** Mary Edgeberg, E3984 550th Avenue, Menomonie, WI 54751; Ali Hoyt, E7355 720th Avenue, Menomonie, WI 54751; and, Matthew Johnson, 2521 Ricky Lane, Menomonie, WI 54751, submitted written comments via email related to large scale developments, specifically the proposed data center.
- 5. Public Comments- Comprehensive & Farmland Preservation Plan Update.** Terry Siebold, E6500 690th Avenue, Menomonie; Bob Cook, Chairman, Town of Red Cedar, E6477 490th Avenue, Menomonie; Adam Accola, Director, Dunn County Economic Development, 721 3rd Street East, Menomonie; Rod Evenson, E7373 640th Avenue, Elk Mound; Johanna Kellner, N7455 537th Street, Menomonie & 1013 5th Avenue East, Menomonie; Barbara Nicol, E5658 700th Avenue, Menomonie; Mike Cooper, E4627 453rd Avenue, Menomonie; Cecilia Cooper, E4627 453rd Avenue, Menomonie; Peter Gruetzmacher, E5709 650th Avenue, Menomonie; Jody Kromrey, 934A Tainter Street, Menomonie; and, Randy Knaack, 1419 Tainter Street, Menomonie, commented on the need for the Comprehensive Plan to address the protection of farmland from large scale industrial development. Public comments concluded at 9:12 a.m.
- 6. Public Hearing:** None
- 7. Staff Reports:**
 - A. Register of Deeds monthly report.** Report was on screen for review. Heather Kuhn, Register of Deeds, recapped the report. Discussion by the committee and Kuhn.
 - B. Environmental Services monthly department reports:**
 - Survey Division: Report was on screen for review. Tom Carlson, County Surveyor, recapped the report.

Planning and Zoning Division: Report was on screen for review. Tammy Traxler, Planning & Zoning Administrator, recapped the report. Discussion by the committee and Traxler.

Land and Water Conservation Division: Report was on screen for review. Chase Cummings, County Conservationist, was absent due to a scheduling conflict with another meeting. Heather Wood, Water Resources Specialist, attended in his place. Discussion by the committee and Wood.

Without objection, Chairperson Quinn moved ahead to **Agenda Item 10B. Consideration of reports, resolutions, and ordinances to the County Board from the Planning, Resource, and Development Committee.**

- B. Ordinance to repeal and recreate Section 7.6.04 - Register of Deeds fees.** Kuhn presented and reviewed an ordinance to repeal and recreate Section 7.6.04 of the Dunn County Code of Ordinances. A PowerPoint presentation was also reviewed on screen. Discussion by the committee and Kuhn. Supervisor Morehouse made a motion to approve the Ordinance to Repeal and Recreate Section 7.6.04 of the Dunn County Code of Ordinances and forward it to the County Board. Supervisor Berrier seconded the motion. The motion was approved by voice vote.

Agenda Item 7. C. Staff Reports:

- C. Review Proposed Land Use Division Fee Schedule:** Traxler presented the staff report for review of the proposed Land Use Division Fee Schedule and her recommendations for new fees and adjustments to existing fees for 2026. Discussion by the committee and Traxler.

Without objection, Chairperson Quinn moved ahead to **Agenda Item 10A. Consideration of reports, resolutions, and ordinances to the County Board from the Planning, Resource, and Development Committee.**

- A. Resolution-Adopting the Dunn County Land Use Division Fee Schedule.** A resolution was presented for adoption of the “Dunn County Land Use Fee Schedule” and the associated cost of land use related permits, applications, requests, and petitions that will become effective January 1, 2026. Discussion by Traxler and the committee. Supervisor Morehouse made a motion to approve the Resolution for the Dunn County Land Use Division Fee Schedule as presented. Supervisor Kneer seconded the motion. The motion was approved by voice vote.

8. Items placed at the request of the Chairperson:

- A. Discussion of the County government’s roles, responsibilities, and policies guiding**

the planning, review, and regulation of large-scale development projects. A report was presented on screen by Traxler regarding Dunn County's Comprehensive Plan and Zoning Ordinance (Chapter 13) and the role of zoned townships and their local comprehensive plans. Discussion by Traxler, the committee, Wood, and James McMenemy, Corporation Counsel, regarding the County government's roles, responsibilities, and policies guiding the planning, review, and regulation of large-scale development projects.

9. Consideration of Actions to be taken by the Planning, Resource, and Development Committee. None

10. Consideration of reports, resolutions, and ordinances to the County Board from the Planning, Resource, and Development Committee:

A. Resolution-Adopting the Dunn County Land Use Division Fee Schedule. Acted upon earlier in the meeting.

B. Ordinance to repeal and recreate Section 7.6.04 - Register of Deeds fees. Acted upon earlier in the meeting.

11. Announcements: None

12. Future Meeting Date and any Agenda Items: The next meeting date will be November 5, 2025.

13. Adjournment. There being no further business, Chairperson Quinn declared the meeting adjourned at 10:54 a.m.

Respectfully Submitted,
Janell Newcomb
Recording Secretary



Thomas P. Carlson, County Surveyor
3001 US Hwy 12 E, Suite 240A
Menomonie, WI 54751
Phone: (715) 231-6526
Email: tcarlson@dunncountywi.gov

Environmental Services - Survey Division

TO: Planning, Resource, and Development Committee

FROM: Tom Carlson

SUBJECT: October 2025 Staff Report

DATE: November 5, 2025

During the month of October, five Certified Survey Maps were submitted to the county for review. The following table shows where these land divisions have occurred, how many new parcels were created, and how much acreage was included.

<u>Town</u>	<u>New Parcels Created</u>	<u>Acreage</u>
Sherman	2	29.10
Rock Creek	2	10.12
Red Cedar	2	3.33
Otter Creek	1	5.07
Totals	7	47.62

In addition, 24 Maps of Survey were submitted for review and filing. Remonumentation work was performed on 32 Public Land Survey System corners in the Towns of Menomonie, Peru, Sherman, and Rock Creek. In addition, measurements were taken on five sixteenth (forty) corners and one center of section.

During the month of October, I attended one steering committee meetings related to the County's Enterprise, Resource, and Planning (ERP) System and a department head and senior management meeting. I also completed performance evaluations for my two staff members.

Sincerely,

A handwritten signature in black ink that reads "Thomas P. Carlson". The signature is written in a cursive, flowing style.

Thomas P. Carlson, PLS
Dunn County Surveyor

LAND USE DIVISION:

October 2025 Activities

2025 Permits Submitted	Count	Notes
Zoning/ Shoreland	13	5 single family dwellings, 9 garages/sheds
October BOA	2	1 temporary asphalt plant, 1 non-farm residence
Rezone Request	0	
Zoning-CSM Review	4	
Sanitation	17*	15 State, 2 County
Soil Evaluation Reports	19*	
POWTS Inspections	44	Includes soils, plow, tank and drainfield inspections

*Approved Permits

Board of Adjustment (BOA)

- October 20, 2025
 - Conditional Use request by Mathy Construction-Downing Quarry, Temporary Asphalt Plant for the 2026 Construction Season (Town of Stanton). *Approved*
 - Conditional Use request by James Christopherson, Non-Farm Residential Use in the Primary Agriculture District (Town of Wilson). *Approved*

PLANNING DIVISION:

Comprehensive & Farmland Preservation Plan Update

- Farmland/Working Lands Survey, **710 total responses** (495 hardcopy responses returned).
*1,782 surveys were mailed
- Upcoming Focus Groups: Villages (Nov. 17), Economic Development (Nov. 18)
- December: Joint Focus Group Meeting for the Land & Water Plan and the Water/Natural Resources Element of the Comprehensive Plan.

Planning & Land Use Division, General Updates:

1. Tammy completed a 7-week “Conversation Competence at Work” training through CVTC.
2. Sold three pieces of unused equipment through WI-Surplus, generating \$1,530.59 in revenue.
3. Tammy attended the Annual Dunn County–Wisconsin Towns Association Meeting on October 22 and provided updates on Planning & Zoning activities.
4. The Dunn County “Development Friendly Municipalities” initiative was presented at the WTA by Adam Accola and Andrew Mercil. This program provides local municipalities with one-on-one assistance to develop plans for attracting and growing housing supply in their communities.
5. Staff attended the WI-County Code Administrators Fall Conference on Oct. 30–31.
6. Lilly started her new role as Enforcement Officer/Planner (emphasis on Planning) on October 20.
7. Two Zoning Specialist positions remain vacant.

Budget Report

Attached is the 2025 January-September Financial Report for the **Planning & Land Use Division**.

Respectfully Submitted,

Tammy Traxler

Zoning and Planning Administrator

Environmental Services - Planning & Zoning: Financials Jan - Sep 2025

Acct Type	Total 2024 Actuals	2025 Adopted Budget	2025 Budget Adj & Carry Forwards	2025 Amended Budget	YTD 2025 Actual	Total 2025 Projected
Revenue: Levy	407,178	480,686	-	480,686	480,686	480,686
Revenue: License & Permits	145,749	135,380	-	135,380	94,840	140,645
Revenue: Fund Balance	86,166	18,902	114,977	133,879	-	133,879
Total Revenue	639,093	634,968	114,977	749,945	575,526	755,210
Expense: S&F	487,404	544,479	-	544,479	343,705	461,776
Expense: Operating	29,725	90,489	114,977	205,466	23,032	203,824
Total Expenses	517,129	634,968	114,977	749,945	366,737	665,600
Net	121,964	-	-	-	208,789	89,610

* Surplus/(Deficit)

Projection Methodology:

1. Wages are projected based on 26 pay periods & health benefits based on 12 months.
2. Expenses and revenues are projected based on year-to-date less than 1 month. It may not be applicable for fixed funding sources (i.e., grants & levy).

Development Friendly Municipalities



Adam Accola, Executive Director Dunn Economic Development

accolaa@uwstout.edu | 721 3rd St. E. Menomonie, WI 54751

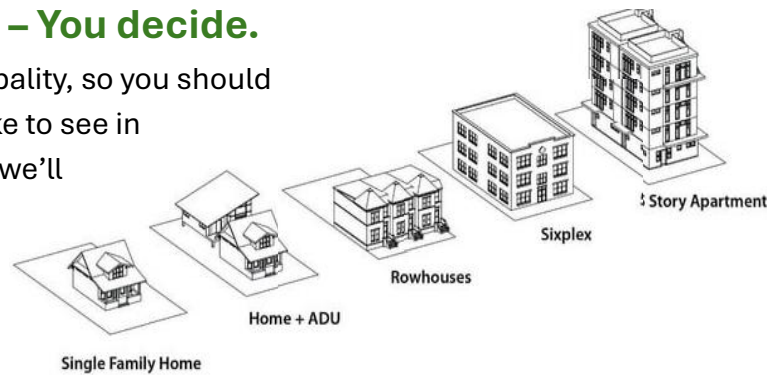
Office: 715.232.5444 | Cell: 715.279.8432

Definition: A municipality who works with Dunn County, Dunn Economic Development, and developers to actively foster sustainable growth and investment to add additional housing units to your community, thus growing the tax base and working towards solutions to ease the housing deficit. An ecosystem where businesses, infrastructure, and communities can thrive together.

The term “housing” is applied to single-family, detached residential structures, as well as multi-family units (duplexes/townhomes, etc.), manufactured homes, accessory dwelling units (ADUs), mixed-use commercial/residential, and apartment/condo complexes.

Your community – You decide.

You are the duly elected representatives of your municipality, so you should decide what type of housing development you would like to see in your community. If you only want single-family homes, we’ll focus on single-family home developers. If you want all types of housing, we’ll market your municipality to everyone to ensure you get the smart-growth housing development you want.



Why be a Development Friendly Municipality?

Economic Growth & Investment

Attracts development and investment: Offers clear regulations and incentives make it easier for companies to build in your community.

Boosts local revenue: More development means increased property taxes, sales taxes, and job creation – it helps fix your roads and provides fund for emergency services.

Improved Quality of Life

Better infrastructure: Roads, transit, utilities, and digital connectivity get upgraded to support growth and vitality of your community.

More housing options: Encourages all types of housing to meet the needs of all residents.

Enhanced services: More revenue is available for improvements for roads, parks, emergency services, etc.

Community Sustainability

Efficient land use: Smart-growth ensures the protection of natural beauty and natural resources.

Smart growth strategies: Promotes sensible solutions for how your community grows through thoughtful housing development – develop where you want to see growth.

Innovation & Future Readiness

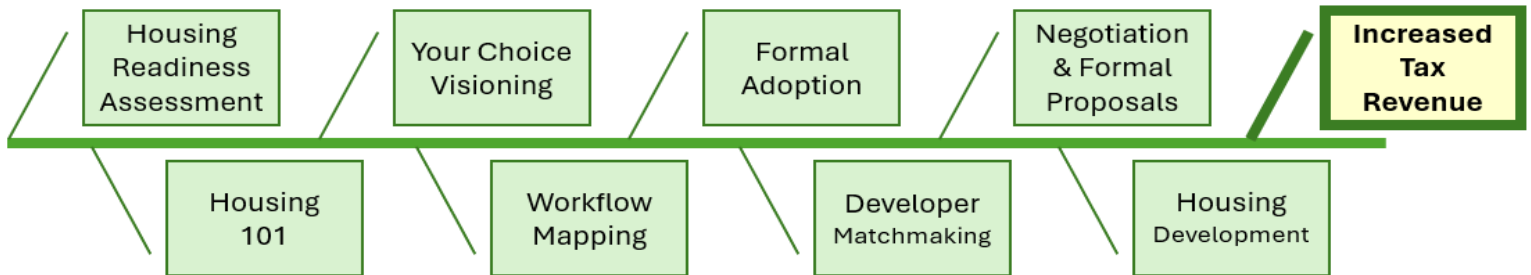
Adaptability: A development-friendly mindset helps municipalities pivot quickly in changing economic climates.

Marketing: Development-Friendly Municipality designation also ensures your community is marketed as a great place to live, attracting individuals to all your community has to offer.

Services Offered

1. **A Clear Housing Vision, Created by You.** We don't show up with a pre-baked plan. We show up with a blank sheet of paper. We'll facilitate a simple workshop with your board to get your priorities down. It answers the basic questions: What kind of housing do we want, and where do we want it?
2. **Your Approval Process, Made Simple.** This isn't a new set of rules. We will personally sit down with your clerk and map out the approval steps you already use into a simple, one-page flowchart. This takes the burden off your staff and makes the 'how' clear to everyone.
3. **On-Call Professional Support.** This is key. When a developer does call, you are not alone. You can call us. We'll be there to review the proposal with you, provide neutral analysis, and help you ask the tough questions before you ever have to hold a public hearing.
4. **A Filter for Nuisance Calls.** When your vision and your process are clear, you automatically attract the right kind of developers—the ones who want to be good partners. And just as importantly, you discourage the ones whose projects don't fit your town from wasting your time.

Process for Success



What does Development Friendly Mean?

Pro-Growth Policies

Clear, predictable policies and process for developers to follow.

Streamlined permitting and zoning: Clear, efficient processes for land use, building permits, and business licenses.

Flexible land use regulations: Encourages mixed-use development and adaptive reuse of properties.

Incentives for investment: Tax breaks, grants, or subsidies for developers, and startups.

Collaborative Governance

Transparent decision-making: Open communication between local government, developers, and residents.

Public-private partnerships: Collaborations that leverage private investment for public benefit (e.g., infrastructure, housing).

Smart Growth Principles

Thoughtful planning on how your community grows and where you want to see development happen.

Resilient systems: Investments in water, energy, and transportation that support long-term sustainability.

Digital infrastructure: Dunn County broadband has the largest percent coverage in the State of Wisconsin - High-speed internet, smart city technologies, and data-driven services.

Economic Vitality

If you build it, they will come: Housing development makes your community more attractive to business and industry if they know they have places for their workers to live.

Workforce development: Business and Industry NEED housing in our communities so their employees have places to live –keeping money invested in our local economy.

Livability and Community Fit

Affordable housing initiatives: Ensures development doesn't price out existing residents.

Inclusive planning: Prioritizes community character preservation, and equitable distribution of resources.

Quality public services: Strong education, healthcare, and safety systems that attract and retain residents.

Environmental Services - Land & Water Conservation Division

October 2025 Land and Water Conservation Division Report to the PR&D/LCC Committee

For the month of October, the LWCD worked on, but not limited to, the following items:

1. **ERP Chart of Accounts:** LWCD staff contributed to the ERP development effort and worked with finance and administrative staff to identify the needed chart of accounts for our division.
2. **Ag Performance Standards and Manure Storage Permitting (Chapter 10):** To date, for the 2025 construction season, seven (7) manure storage structures have been properly closed; four (4) new structures have been constructed to manage feed pad runoff or manure transfer systems.
3. **DNR Surface Water Grants:** The LWCD submitted a pre-application and is in the process completing final applications for a \$10,000 Surface Water Planning Grant to complete a feasibility study for a streambank restoration project on the Red Cedar River. The Tainter Lake Rehabilitation District has committed \$3,000 to support this planning grant. The LWCD submitted a pre-application for a \$50,000 Surface Water Restoration Grant for a project adjacent to Pine View County Park and Lake Eau Galle. This project will reduce soil erosion and sedimentation to the lake and the park boat landing. The Eau Galle Sportsman's Club has committed \$20,000 in financial support toward this project. Final applications for each project are due November 15, 2025.
4. **Education:** Attended a career day at UWRF to present on our conservation work and career. The 2025 Quad County Land Judging Contest for high school students was hosted by Pierce County Land Conservation Department on 10/8/2025. 1st Place – Alma; 2nd Place – Menomonie; 3rd Place – Arcadia; 4th Place (Tie) - Ellsworth & Plum City. Information has been posted on our website under "Dunn Youth Environmental Education". This year's theme for the County Conservation Poster Contest is "Soil. Where It All Begins." The deadline for students to submit posters is December 12th.
5. **Eau Galle River Watershed Assessment Plan:** The Dunn, Pierce, Pepin and St. Croix County Land & Water Conservation Departments are working together to develop a watershed assessment plan. The completion of such plan can help direct conservation efforts and create future funding opportunities for the implementation of conservation practices in the watershed. At this point, due to the Federal Government shutdown, all planning efforts are on hold. Federal funding through the USDA-Natural Resources Conservation Service (NRCS) is/was providing support to this effort.
6. **Soil & Water Resource Management (SWRM) Grant – 2026:** The state Land and Water Conservation Board met in October and approved the Joint Allocation Plan aka SWRM Grant. This grant will provide a one-time increase in LWCD staff funding from DATCP for each year of the 2026-2027 State Biennial Budget. Additionally, we are expecting to receive \$75,000 in conservation practice implementation cost-share funds and \$20,000 in nutrient management planning cost-share funds.

The following budget report will provide a summary of expenditures and revenue for the LWCD programs through October 2025. If you have questions at any time, please do not hesitate to contact me.

Chase Cummings, County Conservationist, 715-231-6535

Environmental Services - Land & Water: Financials Jan - Sep 2025

Acct Type	Total 2024 Actuals	2025 Adopted Budget	2025 Budget	2025	YTD 2025 Actual	Total 2025 Projected
			Adj & Carry Forwards	Amended Budget		
Revenue: Levy	770,564	803,789	-	803,789	803,789	803,789
Revenue: State Grant	1,378,137	690,039	1,019,432	1,709,471	46,319	1,709,471
Revenue: Local Grant	10,000	-	-	-	10,000	10,000
Revenue: Public Charges	35,474	26,671	-	26,671	22,186	23,464
Revenue: License & Permits	620	-	-	-	-	-
Revenue: Interdepartmental	1,500	500	-	500	3,219	3,219
Revenue: Fund Balance	80,586	2,652	53,720	56,372	-	56,372
Revenue: Donations	35,000	-	-	-	-	4,500
Revenue: Debt	20,886	-	11,898	11,898	-	11,898
Revenue: Asset Sale	5,701	-	-	-	-	-
Revenue: ARPA Federal	90,701	-	-	-	-	-
Total Revenue	2,429,168	1,523,651	1,085,050	2,608,701	885,512	2,622,713
Expense: S&F	920,552	948,684	-	948,684	685,428	945,408
Expense: Operating	1,343,971	574,967	1,059,285	1,634,252	301,575	1,598,432
Expense: CIP	24,666	-	11,898	11,898	6,742	8,989
Expense: Reduction in Levy	-	-	13,867	13,867	-	-
Total Expenses	2,289,189	1,523,651	1,085,050	2,608,701	993,745	2,552,828
Net	139,979	-	-	-	(108,232)	69,884

* Surplus/(Deficit)

General Office: Financials Jan - Sep 2025

Acct Type	Total 2024 Actuals	2025 Adopted Budget	2025 Budget	2025	YTD 2025 Actual	Total 2025 Projected
			Adj & Carry Forwards	Amended Budget		
Revenue: Levy	5,865	5,865	-	5,865	5,865	5,865
Expense: Operating	4,500	5,865	-	5,865	3,620	3,930
Grand Total	10,365	11,730	-	11,730	9,485	9,795
Net	1,365	-	-	-	2,245	1,935

* Surplus/(Deficit)

Projection Methodology:

1. Wages are projected based on 26 pay periods & health benefits based on 12 months.
2. Expenses and revenues are projected based on year-to-date less than 1 month. It may not be applicable for fixed funding sources (i.e., grants & levy).



Heather M. Kuhn, Register of Deeds

3001 US Hwy 12 E, Suite 112

Menomonie, WI 54751

Phone: (715) 232-1228

www.dunncountywi.gov/rod

TO: Planning, Resource & Development Committee

FROM: Heather M. Kuhn, Register of Deeds

DATE: November 5, 2025

RE: October 2025 monthly update

OUTPUT MEASURES	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25
Total # of copies of vital records issued	496	480	360	475	538	403	558
# of Deaths filed	26	20	14	27	23	15	25
# of Marriages filed	6	18	26	15	31	34	29
Total # of ownership transfers	107	146	174	162	127	152	127
Total value of real estate sales	\$15.2 million	\$26.7 million	\$32.9 million	\$25.8 million	\$27.6 million	\$47.9 million	\$20.6 million
Total # of Documents recorded	448	523	603	594	482	534	508
Total # of in-person customers	276	248	230	295	256	246	261
Total \$ Received	\$70,291.36	\$107,639.07	\$128,973.60	\$106,590.95	\$109,001.54	\$170,225.17	\$89,518.13
General fund revenue	\$26,031.99	\$34,361.75	\$37,955.94	\$33,961.54	\$33,258.16	\$46,367.97	\$30,899.71
Retained for county land information fund	\$3,584	\$4,168	\$4,824	\$4,752	\$3,856	\$4,272	\$4,064

OTHER BUSINESS:

- Attended Dunn County Leadership training - Fierce
- Met with county manager
- Met with realtors, attorneys and title insurer representatives to discuss updates to Wis. Stats. 59.43 (AB445)
- Attended department head/management meeting
- Presented ordinance for entering into online access agreements and setting fees
- Met with WRDA website committee to review proposals and submit recommendation to board
- Attended WRDA Fall Conference in Wisconsin Dells – speakers and session included statutory changes to Register of Deeds duties in 59.43, family burials/catalogued burial sites, State Vital Records office, Dept. of Revenue, estate planning and title issues
- 2026 Century & Sesquicentennial Farm applications are now available, due on March 1, 2026
- Open enrollment month
- Reviewed chart of accounts for new ERP

BACKGROUND

DATE: November 25, 2025

TO: Dunn County Planning, Resources & Development Committee (PR&D)

FROM: Susan Badtke, Senior Planner/Deputy Director (WCWRPC)
Tammy Traxler, Zoning & Planning Administrator

AGENDA ITEM: Comprehensive Plan Update –
Draft Transportation Goal, Objectives, Policies & Strategies

Background:

WI Stats §66.1001 specifies the required elements and contents of a comprehensive plan; the plan is to include goals, objectives and policies for the future development of the various modes of transportation (including highways, transit, bicycles, rail, air, transportation systems for persons with disabilities, etc.) within the County.

What are GOPS?

- **Goals:** overarching statements that are written as if the future has occurred, and the County has fulfilled its vision statement.
- **Objectives:** measurable aims or “sub-goals” that help bring the County’s Goals to fruition.
- **Policies:** on-going tasks or decision-making guidance that do not have a final deliverable or foreseeable conclusion.
- **Strategies:** recommended actionable tasks with a clearly defined result or deliverable.

Process for Drafting the Dunn County Economic Development GOPS:

Various plans and data were analyzed and considered, specifically:

- **Existing Transportation-Related Plans:**
 - **Local**
 - Comprehensive Plans
 - Local Capital Improvement Plans
 - Safe Route to School Plans

- **County**
 - 5-year Highway Improvement Plan
 - 2025 Dunn County Safety Action Plan
 - 2023 Dunn County Transportation Coordination Plan
 - 2019 Dunn County Bicycle & Pedestrian Plan
 - 2017 Dunn County Outdoor Recreation Plan
 - 2013 Dunn County Transit Development Plan
- **Regional**
 - West Central WI Rail Coalition
- **State**
 - Wisconsin Department of Transportation Work Plan
 - Wisconsin Rail Plan 2050
- **Town, Village & City Comprehensive Plans adopted within the past 10 years**- Common themes that emerged from the local comprehensive plans include:
 - **Aging and deteriorating infrastructure** - aging and costly to maintain.
 - **Limited funding and resources**- concerns about balancing transportation costs with other budget priorities
 - **Development & road impacts** – rising use of the transportation system is adding pressure on existing roads and facilities. There is a desire to limit new land uses that overburden Town roads or create heavy truck traffic and an expectation that developers will pay for road construction tied to new development.
 - **Public safety & road use changes** – safety concerns linked to changing traffic patterns and heavy use of town roads. Unsafe driver behavior poses risks for roadway users.
 - **Coordination & Efficiency Problems** – lack of cooperation among jurisdictions or agencies leads to inefficiencies in planning, maintenance, and investment.
- **Countywide Comprehensive Plan Survey** – the transportation-related survey results include:
 - 42% of respondents rated the quality of road maintenance as fair or poor; 27% rate neutral while 31% rated the quality as excellent or good.
 - Public Transportation was rated excellent or good by 17% of respondents, neutral by 25%, fair or poor by 29%, and 29% did not know the quality.
 - Those who identified service as being fair or poor were asked to provide ideas for improvements. Suggested transportation-related improvements are summarized as:
 - **Road Maintenance:** Widespread concern about poor road conditions; need for resurfacing instead of patchwork repairs; requests for more funding and better coordination.

- **Public Transit:** Desire for expanded rural bus service and connections to Eau Claire, Twin Cities, and major destinations; limited current options for those without vehicles. (Note: the survey was completed prior to the launch of the Dunn Co Rural Doorstop program.)
 - **Active Transportation:** Support for more walking and biking trails, better maintenance, and improved safety for pedestrians and cyclists.
 - **Accessibility:** Older adults and disabled residents need transportation options for appointments and errands.
 - **Funding & Coordination:** Towns struggle with limited road budgets; calls for better collaboration and state/federal funding support. There is a need for state/federal transportation aid and grant assistance for small towns.
- Improving road conditions and providing more options for non-drivers were identified by the majority of survey respondents as being very or somewhat important.

	VERY IMPORTANT	SOMEWHAT IMPORTANT	NEUTRAL	NOT VERY IMPORTANT	NOT IMPORTANT AT ALL	DON'T KNOW	TOTAL
Providing more opportunities for safe on-road biking throughout Dunn County.	23.11% 104	31.11% 140	20.67% 93	12.44% 56	10.89% 49	1.78% 8	450
Increasing traffic-related law enforcement throughout Dunn County.	19.60% 88	29.62% 133	30.73% 138	12.25% 55	6.01% 27	1.78% 8	449
Providing more options for non-drivers (seniors, individuals without cars, etc.) in Dunn County.	35.63% 160	34.08% 153	15.81% 71	7.13% 32	3.34% 15	4.01% 18	449
Improving road conditions in rural areas throughout Dunn County.	51.56% 231	35.71% 160	10.04% 45	1.56% 7	0.45% 2	0.67% 3	448

- When asked what they hope has changed within Dunn County in 10 years - improved road conditions were identified by about 20% of respondents. Respondents cited poor road conditions in rural areas and county roads.
- **Town/Village/City Surveys** – local units of government throughout the County were asked to provide their feedback on challenges and issues facing their community.
 - Road and culvert maintenance was identified by responding Towns as one of the top three priority challenges to address in the Plan. Specific transportation-related challenges identified include:
 - Funding - Cannot keep up with maintenance or new paving; not enough state aid to keep roads in proper shape; hard to maintain the existing roads with the limited amount of money the Town receives.

- Aging roads, bridges, and culverts
 - Large truck traffic is affecting roads.
 - Large scale farms and large equipment with the farms are beating up the roads.
 - ATV/UTV challenges – UTV crossings; lack of enforcement of ATV/UTV traffic on local roads where not allowed.
 - Lack of access to public transportation; commuter train to the Twin Cities would be an opportunities
- The following ideas were shared by Towns as to how to address this issue:
 - Increased funding for roads, bridges and culverts; state aid to help improve roads.
 - Better enforcement of existing ordinances (i.e. plowing across roads)
 - Support funding mechanisms (severance tax) that provides towns, counties and the state to get a percentage of revenue from mines and other large resource-extraction and high-impact businesses that benefit from their siting in Wisconsin (this could help fund road and culvert maintenance and many other needs often cause by their presence)
 - Increase funding and inventory of culverts and road maintenance status.
- The City/Village respondents identified the following transportation-related challenges:
 - Demand for transportation services to assist the aging population.
 - The Village of Ridgeland detailed several challenges related to transportation:
 - Local Roads- Aging Infrastructure and Maintenance -Challenge: Village struggles to fund regular road maintenance and upgrades. - Trend: Many roads were constructed decades ago and may be showing signs of wear, including crackling, drainage issues, or insufficient shoulders. - Impact: Limited budgets and reliance on state/federal aid create gaps in upkeep and long-term planning
 - Limited Pedestrian and Bicycle Infrastructure -Challenge: The village does have some sidewalks but not bike lanes. or safe pedestrian crossings. The village is located on State HWY 25. Trend: There is growing interest in walkability and safe biking, especially among older residents and families. - Impact: Lack of safe infrastructure discourages non-vehicle travel, limits accessibility for seniors/ youth and raises safety concerns near our school, park, or businesses
 - ATV/UTV use-Integration vs Safety -Trend: Increased recreational use of ATVs/UTVs in Dunn County and across rural Wisconsin has led to more interest in local access routes. -Challenge: Balancing the desire for

ATV/UTV access with safety concerns, noise, dust and conflicts with pedestrians or traditional vehicles -Impact: Local roads used for mixed travel may require clearer signage, speed enforcement, and community dialogue about route designation.

- Lack of Trail Connectivity -Challenge: Ridgeland may have minimal formal trail infrastructure linking it to nearby communities or natural areas -Trend: Regional trail systems (e.g., the Dunn County ATV/UTV trail network or state- funded recreational trails) are expanding, but small communities often lack internal connections or trailheads. - Impact: Missed economic development opportunities from trail tourism and reduced quality of life for residents seeking recreational access
- Safety concerns for Non-Motorized Users - Challenge: Narrow streets, absence of sidewalks, and increasing recreational traffic can create safety hazards for pedestrians and cyclists - Trends: Older residents and children are most affected due to limited safe walking routes

Highway Commissioner Input:

The draft transportation goal and recommendations were shared with the Dunn County Highway Commissioner for review and input. This draft incorporates feedback received from Mr. Binder.

Facilities, Parks, and Transit Director Input:

The draft transportation goal and recommendations have been shared with Mr. Witt, for review and input. Feedback is forthcoming and will be incorporated as received.

December 3, 2025, PR&D Meeting:

At this meeting we would like PR&D to provide feedback on the draft transportation Goals, Objectives, Policies and Strategies (GOPS) for Dunn County.

Items to consider in your review:

- Do the goals align with the vision for Dunn County?
- Are the strategies practical and implementable?
- What additional recommendations should be included?
- Are there additional plans, data or groups that should be consulted?

2010 Plan Transportation Goals, Objectives & Policies

(pgs. 50-53)

Goal: Continue to collect, analyze, and monitor data from the County Trunk Highway System.

Objectives / Policies:

- Purchase traffic counting devices.

Goal: Promote a unified “standard” for local jurisdictional road projects.

Objectives / Policies:

- Develop educational materials about WisDOT design standards.

Goal: Improve the Awareness, Safety, and Condition of Railroad Crossings

Objectives / Policies:

- Inventory all crossings
- Analyze and compare results with the Office of the Commissioner of Railroads (OCR) and Federal Railroad Administration (FRA) standards.
- Develop an educational programs
- Strengthen/improve communication between the public, OCR, Union Pacific Railroad, Canadian National Railway Company, FRA, and Dunn County.

Goal: Promote and support Efficient Transportation Systems

Objectives / Policies:

- Provide additional choices and/or uses within County Right of Ways
- Integrate pedestrians and bicycles into the county road system as much as possible.
- Apply for enhancement grant money.
- Research areas to location additional Park and Ride lots including bicycles.
- Coordinate with WisDOT regarding grant money.
- Develop an education about the benefits and location of Park and Ride facilities.
- Participate in local, regional and state wide mass transit information/educational programs.

Transportation	
<ul style="list-style-type: none"> ❖ Continue to collect, analyze, and monitor data from the County Trunk Highway System. <ul style="list-style-type: none"> • Purchase traffic counting devices. 	Short Term 2010-2015
<ul style="list-style-type: none"> ❖ Promote a unified “standard” for local jurisdictional road projects. <ul style="list-style-type: none"> • Develop educational materials about WisDOT design standards. 	Short Term 2010-2015
<ul style="list-style-type: none"> ❖ Improve the Awareness, Safety, and Condition of Railroad Crossings <ul style="list-style-type: none"> • Inventory all crossings • Analyze and compare results with the Office of the Commissioner of Railroads (OCR) and Federal Railroad Administration (FRA) standards. • Develop an education program • Strengthen/improve communication between the public, OCR, Union Pacific Railroad, Canadian National Railway Company, FRA and Dunn County. 	Short Term 2010-2015
<ul style="list-style-type: none"> ❖ Promote and Support Efficient Transportation Systems <ul style="list-style-type: none"> • Provide additional choices and/or uses within County Right Of Ways. <ul style="list-style-type: none"> ○ Integrate pedestrians and bicycles into the county road system as much as possible. ○ Apply for enhancement grant money. ○ Research areas to locate additional Park and Ride lots including bicycles. • Coordinate with WisDOT regarding grant money. • Develop an education about the benefits and location of 	Short Term 2010-2015
<ul style="list-style-type: none"> • Park and Ride facilities. 	
<ul style="list-style-type: none"> ❖ Promote and Support Efficient Transportation Systems <ul style="list-style-type: none"> • Participate in local, regional and state wide mass transit informational/educational programs. 	Long Term 2010-2030

DRAFT Transportation Goal, Objectives, Policies & Strategies

Note: below are initial working draft Transportation Goal, Objectives, Policies and Strategies for Dunn County for discussion purposes only – these will continue to be refined following additional meetings and input.

Transportation Goal

The transportation system in Dunn County is safe, well-planned, and fiscally responsible, connecting communities, supporting local economic activity, accommodating multiple modes of travel, and meeting the diverse needs of residents, visitors, and agricultural operations.

Objective 1. Maintain, repair, and improve Dunn County’s transportation infrastructure through coordinated, cost-effective planning to ensure safe, reliable travel and maximize funding opportunities.

Policies

1. Work with local governments, neighboring counties, and the State to plan, prioritize, and seek funding sources for transportation improvements.
2. Encourage intergovernmental cooperation, including joint purchasing, shared equipment, and coordinated maintenance, to efficiently address road maintenance challenges and increasing costs.
3. Consider transportation impacts when reviewing new development proposals to minimize excessive road demands, heavy truck traffic, safety concerns, or environmental impacts.
4. Coordinate with WisDOT and neighboring counties to ensure consistent design standards, maintenance schedules, and roadway safety features on connecting routes.
5. Continue to work with the agricultural industry to allow for the transport of goods while protecting the county’s highway infrastructure.
6. Work with the Dunn County Planning Department to consider developing and adopting an official map to assist in planning for, designating and protection roadway corridors for planning road expansions and extensions.
7. Strengthen communication between the public, OCR, Union Pacific Railroad, Canadian National Railway Company, FRA, and Dunn County to improve safety and coordination.
8. Coordinate transportation projects with utility work to minimize costs and disruption.
9. Support efforts to plan and develop infrastructure for alternative energy vehicles, automated vehicles and other emerging transportation technology along major county travel corridors.

Strategies

1. Continue to maintain and update the *Dunn County 5-Year Highway Improvement Plan*.
2. Continue consistent monitoring and recording of the County highway system (e.g., WISLR, PASER) to identify deficiencies and prioritize cost-effective improvements. The County will strive to maintain an average PASER rating of 6 for all County Roads (considering budgetary constraints) and establish and prioritize future road projects based on the applicable PASER scores, ADT data, and future land use plans and development.
3. Advocate for increased state and federal transportation aid, pursue available grant programs for roads, bridges, and multimodal projects, and explore cost-sharing agreements and intergovernmental partnerships to stretch limited local resources. Utilize the expertise of outside organizations (e.g., Wisconsin Towns Association, Wisconsin Counties Association, Wisconsin Office of Rural Prosperity, West Central Wisconsin Regional Planning Commission, etc.) to monitor funding opportunities.
4. Explore the creation of a County-level technical assistance program to help towns, villages, and the city identify funding opportunities, prepare grant applications, maintain long-range capital improvement plans, and implement transportation projects efficiently and effectively.

Objective 2. Enhance mobility options and ensure equitable transportation access for older adults, persons with disabilities, and residents without vehicles by supporting transit services and community-based mobility programs.

Policies

1. Ensure that pedestrian facilities, transit stops, and public infrastructure comply with ADA standards and support universal access.
2. Promote coordination and partnerships with local human service transportation providers and transit operators to increase mobility for residents in need.
3. Seek and promote grants or partnerships to expand local and regional transit options and improve accessibility for all populations.

Strategies

1. Collaborate to increase public awareness of current ride share opportunities within Dunn County, especially services available for seniors.
2. Explore opportunities to expand shared mobility (taxies, Uber, Lyft, etc.) throughout the County.
3. Monitor the performance and demand for services such as the Dunn County Rural Doorstop and Community Bus routes, and explore opportunities to expand coverage to key destinations, including airports, industrial parks, and regional hubs.
4. Encourage volunteer driver programs and community-based mobility solutions to fill service gaps in rural areas, particularly where conventional transit is not feasible.
5. Continue to coordinate with regional partners, including the West Central Wisconsin Rail Coalition, WisDOT, and neighboring counties, to explore intercity bus, passenger rail, and regional trail connections to Eau Claire, Menomonie, and the Twin Cities.

6. In coordination with partner organizations, continue to implement the recommendations of the *2024-2028 Dunn County Locally Developed Human Service Transportation Coordination Plan*.

Objective 3. Support a connected, safe, and practical multimodal transportation system by integrating pedestrian and bicycle improvements into transportation upgrades and land-use planning where feasible and cost-effective.

Policies

1. Integrate pedestrian and bicycle safety improvements, as identified in the *Dunn County Bicycle and Pedestrian Plan*, into roadway reconstruction and resurfacing projects, where needed, feasible, and cost-effective.
2. Integrate trail planning and connectivity into transportation and land use decisions to ensure safe crossings, signage, and wayfinding where feasible. Coordinate with the Dunn County Transit Commission to improve pedestrian and bicycle access to transit stops and hubs as part of these efforts.
3. Prioritize pedestrian, bicycle, and transit improvements in high-use corridors, near schools, public facilities, and employment centers, balancing feasibility and cost.
4. Support the development of local trailheads, transit stops, and connectors to regional recreational trail systems through partnerships with municipalities, user groups, and regional agencies.
5. Work with local jurisdictions, schools, advocacy groups, and community organizations to plan, promote, and support transit use, pedestrian, and bicycle routes through education, events, and infrastructure planning.
6. Encourage municipalities to require that new developments include safe and accessible walking, biking, and transit infrastructure, including routes to schools and bicycle parking at key destinations.
7. Support equitable access to multimodal transportation by identifying and addressing barriers for seniors, people with disabilities, and transit-dependent populations.

Strategies

1. Update the *Dunn County Bicycle and Pedestrian Plan*, as necessary.
2. Work with local communities and partners to review and prioritize recommendations from the *Dunn County Bicycle and Pedestrian Plan*, including incremental improvements along high-use corridors, trail connectivity, safe crossings, signage, and wayfinding, with a focus on cost-effective and practical solutions.
3. Partner with schools, advocacy groups, and community organizations to promote walking, biking, and safe routes for children and adults, including programs such as "Walking School Buses," community education campaigns, and bicycle/pedestrian safety initiatives.
4. Coordinate with the Dunn County Transit Commission to integrate pedestrian and bicycle access into transit planning, ensuring safe and convenient connections to transit stops and hubs.

5. Develop and implement outreach campaigns to promote new and existing transit services, including informational materials, social media, and community events.
6. Collaborate with local organizations to identify and address barriers to transit use, especially for seniors, people with disabilities, and low-income residents.
7. Monitor and evaluate multimodal transportation usage and satisfaction through surveys, ridership data, and community feedback to inform future improvements.

Objective 4. Promote a safe, well-designed, multimodal transportation network, working toward zero traffic deaths and severe injuries for all users in Dunn County.

Policies

1. Prioritize the safety of vulnerable road users in upcoming roadway infrastructure projects through prioritizing avenues for collaborative funding applications.
2. Manage driveway access location and design to ensure traffic safety, provide adequate emergency vehicle access, and prevent damage to roadways and ditches.
3. Support the Wisconsin Strategic Highway Safety Plan performance targets and goals and further partnerships on safety improvements.
4. Address locations with known crash issues while also proactively implementing proven safety strategies at locations with a high risk of crashes.
5. Preserve and protect existing and potential rights-of-way in locations such as curves, intersections, or areas with limited sight distance to maintain safety and support future transportation improvements.
6. Balance recreational ATV/UTV opportunities with public safety, roadway and off-road trail integrity, and compatibility with other users.
7. Increase awareness of transportation safety for all users (drivers, cyclists, pedestrians) through education programs, including agricultural and recreational vehicle operators.
8. Improve safety at key intersections, railroad crossings, and other high-risk areas, with specific focus on addressing the High Injury Network (HIN) locations and Systemic Rural Projects identified in the *Dunn County Safety Action Plan*.

Strategies

1. Working with partners, implement the prioritized roadway infrastructure, behavior, and cultural actions of the *Dunn County Safety Action Plan* as part of the County's comprehensive plan to improve safety. Some of these priority actions include:
 - a. Design the roadside to include protection systems (such as cable median, crash cushions and guiderail end treatments) or manage roadside vegetation, trees and other fixed objects and consider alternations to steep ditch slopes to minimize the severity of crashes.
 - b. Consider "No Turn on Red" restrictions at identified high crash locations.

- c. Implement low-cost quick-build spot and systemic safety improvements while seeking to strategically upgrade more long-term improvements.
 - d. Support high-visibility enforcement campaigns that specifically target speeding, unrestrained occupants, distracted driving, and substance impaired driving.
 - e. Continue to evaluate and implement speed management techniques related to roadway design, roadway surface, traffic control, community education, and speed enforcement.
2. Pursue funding to assist with implementation of the actions identified in the *Dunn County Safety Action Plan*.
3. Continue to engage local partners to monitor progress on the *Dunn County Safety Action Plan*. Monitor progress on an annual basis toward safety goals, convening an annual meeting with local partners to review crash statistics and project implementation.
4. Review and update Vision Triangle standards to address vegetation height and other common sightline obstructions like fences, signs, and parked vehicles.
5. Develop or update ordinances to address access and safety concerns at intersections, railroad crossings, driveways, and other high-risk areas. Ordinances should incorporate pedestrian and bicycle safety, driveway spacing, sight distance, and practical design standards.
6. Engage local communities in discussions about managing noise, dust, and conflicts between ATV/UTV users, vehicles, and pedestrians.
7. Engage communities, law enforcement, and user groups to manage ATV/UTV use, minimize conflicts with motorized and non-motorized users, and preserve roadway and off-road trail integrity.
8. Review and update, as needed, the Dunn County highway access control (driveway) ordinance to implement access control and emergency vehicle access standards. Encourage towns to develop a town road access control ordinance to assist with implementing access control.

BACKGROUND

DATE: November 25, 2025

TO: Dunn County Planning, Resources & Development Committee (PR&D)

FROM: Susan Badtke, Senior Planner/Deputy Director (WCWRPC)
Tammy Traxler, Zoning & Planning Administrator

AGENDA ITEM: Comprehensive Plan Update –
Draft Economic Development Goals, Objectives, Policies & Strategies

Background:

WI Stats §66.1001 specifies the required elements and contents of a comprehensive plan; the economic development element is required to include an assessment of the county's labor force, economic base and strengths/weaknesses to attracting and retaining businesses and industries, designate sites for businesses and industries, and establish goals, objectives, strategies and programs "promote the stabilization, retention or expansion, of the economic base and quality employment opportunities".

What are GOPS?

- **Goals:** overarching statements that are written as if the future has occurred, and the County has fulfilled its vision statement.
- **Objectives:** measurable aims or "sub-goals" that help bring the County's Goals to fruition.
- **Policies:** on-going tasks or decision-making guidance that do not have a final deliverable or foreseeable conclusion.
- **Strategies:** recommended actionable tasks with a clearly defined result or deliverable.

Process for Drafting the Dunn County Economic Development GOPS:

Various plans and data were analyzed and considered, specifically:

- Town, Village & City Comprehensive Plans adopted within the past 10 years- Common themes that emerged from the local comprehensive plans include:
 - Infrastructure limitations – limited land with necessary utilities, lack of public sewer and water systems
 - Financial constraints – lack of local economic assistance programs or incentives

- Workforce Challenges – aging workforce, difficulty attracting and retaining workers.
- Environmental and land use constraints – pressure to convert productive farmland for development, wetland/floodplain limitations.
- Countywide Comprehensive Plan Survey – the economic-development related survey results include:
 - 95% of Dunn County survey respondents identified “providing good-paying (or living wage) jobs in Dunn County” as being very important or somewhat important.
 - A majority of respondents also find the following to be very or somewhat of importance for the County:
 - Supporting initiatives to attract businesses to locate in the County.
 - Providing support to retain existing businesses.
 - Encouraging entrepreneurship growth.
 - Having a variety of manufacturing employers and job opportunities.
 - Respondents were asked what types of businesses are the most important for Dunn County to attract and support – ag-business had the highest percentage of high priority responses.

	HIGH PRIORITY	MEDIUM PRIORITY	LOW PRIORITY	DON'T KNOW / NO OPINION	TOTAL
Hospitality and Tourism Business	23.46% 99	48.58% 205	23.46% 99	4.50% 19	422
Agricultural Business (including farms)	49.06% 208	41.75% 177	5.19% 22	4.01% 17	424
Manufacturing	32.94% 139	53.55% 226	8.53% 36	4.98% 21	422
Commercial or Retail Development	20.80% 88	54.85% 232	19.62% 83	4.73% 20	423
Light Industry (e.g. research & labs, wholesale & distribution, manufacturing and fabrication uses)	32.78% 139	53.77% 228	8.02% 34	5.42% 23	424
High-Tech Industry	33.89% 143	46.92% 198	12.32% 52	6.87% 29	422
Agricultural entertainment (or farm-based tourism)	29.93% 126	46.56% 196	19.95% 84	3.56% 15	421
University-related Business	28.50% 120	43.23% 182	22.09% 93	6.18% 26	421

- Town/Village/City Surveys – local units of government throughout the County were asked to provide their feedback on challenges and issues facing their community.
 - Most of the Towns identified commercial and industrial uses to be appropriate only in certain locations within the Town, with some not wanting any additional commercial/industrial development.
 - Some of the economic development challenges from Villages & City include: limited commercial base, aging or inadequate infrastructure, lack of workforce, economic leakage, limited tax base for incentives or revitalization.
 - The city noted that the shared economic development director position has been an outstanding addition and is highly valued by the city.

- GMDC/DCEDC Board Survey – members of the Greater Menomonee Development Corporation and Dunn County Economic Development Corporation were asked to participate in a survey to help identify priority challenges and potential strategies for economic development in Dunn County. Highlights from the survey include:
 - Housing and childcare are challenges for attracting and retaining businesses – not identified in 2010 plan.
 - Respondents identified the following businesses that are more important for the County to attract and support:

	HIGH PRIORITY	MEDIUM PRIORITY	LOW PRIORITY	DON'T KNOW / NO OPINION	TOTAL
Hospitality and Tourism Business	25.00% 5	55.00% 11	15.00% 3	5.00% 1	20
Agricultural Business (including farms)	5.26% 1	47.37% 9	36.84% 7	10.53% 2	19
Manufacturing	76.19% 16	19.05% 4	4.76% 1	0.00% 0	21
Commercial or Retail Development	38.89% 7	55.56% 10	5.56% 1	0.00% 0	18
Light Industry (e.g. research & labs, wholesale & distribution, manufacturing and fabrication uses)	60.00% 12	40.00% 8	0.00% 0	0.00% 0	20
High-Tech Industry	89.47% 17	10.53% 2	0.00% 0	0.00% 0	19
Agricultural entertainment (or farm-based tourism)	5.88% 1	52.94% 9	29.41% 5	11.76% 2	17
University-related Business	30.00% 6	40.00% 8	25.00% 5	5.00% 1	20

- Majority of respondents feel that the 2010 economic goals have been accomplished.
- Recommendations for advancing economic development in Dunn County include:
 - Plan for emerging industries like clean energy, plastics, recycling, and smart manufacturing – identify sites and training now.
 - Additional focus on advancing economic development in the rural areas of the county. Smaller communities need to have land available for development.
 - Continue to build trust among partners and collaborate on all attraction projects.
 - Work to get past the Not in My Backyard mentality – it harms growth.
 - Need to establish guidelines on what criteria for businesses we want to attract. How many employees, wages, cost of infrastructure, how much property tax it will generate, etc.
 - Clear and consistent communication from key leaders and stakeholders. Education on what constitutes economic development and why it is important.

Economic Development Director, GMDC & DCEDC:

The draft economic development GOPS were shared with the Dunn County Economic Development Director, Adam Acolla for review and input. The draft was also shared with GMDC and DCEDC members and discussed at the joint meeting of these groups on November 18, 2025.

December 3, 2025, PR&D Meeting:

At this meeting we would like PR&D to provide feedback on the draft economic development Goals, Objectives, Policies and Strategies (GOPS) for Dunn County.

Items to consider in your review:

- Do the goals align with the vision for Dunn County?
- Are the strategies practical and implementable?
- What additional recommendations should be included?
- Are there additional plans, data or groups that should be consulted?

2010 Plan Econ Dev Goals, Objectives & Policies (pgs. 31-33, 101)

Goal: Guide the stabilization and expansion of our economic base.

Goal: Promote the development of communications with business and education leaders.

Goal: Become sustainable and proactive with local jurisdictions.

Objectives / Policies:

- Provide Dunn County Economic Development Corporation with financial and staff support to implement their function as the central agency for economic development in the County.
- Identify sustainable development opportunities and best management practices.
- Cooperate/coordinate with local jurisdictions and other Business Councils to:
 - Create and maintain jobs.
 - Support and promote education and training programs to upgrade the skills of workers.
 - Cooperate with all local Business Councils in job retention programs.
 - Facilitate relationships that connect existing employers with federal, state, and local incentive programs.
- Encourage sustainable commercial, agricultural, and industrial development.
- Identify residential, commercial, agricultural, and industrial properties in need of redevelopment.
- Define the amount of land needed for commercial and industrial development.
- Maintain, improve, and sustain the County's social, cultural, and natural resource base.
- Support all local business councils in the county.
- Identify resources to assist with local economic development activities.
- Development infrastructure to support modern commercial and industrial needs.
- Utilize the Wisconsin Development Fund, Wisconsin Housing and Economic Development Authority, Tax Incremental Financing, Industrial Revenue Bond, Dunn County Loan Pool, and other programs that provide incentives for business development within the County.
- Maintain balance between the value of residential, commercial, agricultural and industrial properties in the County.
- Cooperate/coordinate with regional and state economic development organizations.
- Lobby state legislatures.
- Encourage and support entrepreneurial efforts and programs.
- Participate in activities and programs that promote the county and the region.

To implement the above goals and objectives, there are five general components, which can influence the quality and effectiveness of economic development.

- **Organization Development** - DCEDC should continue to utilize its resources, analyzing current economic conditions as part of a strategic planning process, determining strategic goals and objectives that address local needs while working to achieve the overall County vision.
- **Infrastructure Development** - Infrastructure, provided by both government and private business, is the support system needed for producing and delivering goods and services.

Traditionally, infrastructure has included all forms of utilities (e.g. water, sewer, gas, electric, telephone), transportation services (e.g. roads, parking, airports, ports, rail), schools, hospitals and other public services sometimes referred to as “social infrastructure”. Communications infrastructure is becoming increasingly important as businesses and residents rely on advanced data, voice, and video transmissions. In addition, the County should consider infrastructure investments in business and industrial parks and should develop an inventory of sites and buildings.

- **Business Development** - Business development should be the cornerstone of the County’s economic development strategies. The county’s business development strategies should include a mix of three primary strategies: retention and expansion of existing businesses, entrepreneurial development, and business attraction. Within these strategies, the County should seek to target certain types of businesses. The County should also consider focusing its efforts on the development or redevelopment of its downtowns and rural business districts through some sort of capitol resource or business loan program.
- **Workforce Development** - Local communities need a workforce development program to stay competitive, to keep existing businesses strong, to keep young people in the community, and to raise residents’ standard of living. Workforce development strategies should include developing approaches to enhance the skills of workers so that all residents can become contributing members of the local economy. These strategies involve partnerships with educational institutions, employers, unions and state and local workforce development agencies and organizations.
- **Community Cash Flow Development** - The County should be looking to bring new dollars into communities to ensure a balance of economic activity (or “community cash flow”). The County can look at two sources of new dollars: those brought in by individuals, and those brought in by entities [organizations, businesses, and government]. There are two types of individual dollars that come into a community: earned income (wage and salary income) and transfer income (non-wage income or generated wealth). New dollars brought into a community by entities or institutions cover a wide range of sources, including tourism, expanding markets, pursuing outside investments, government contracts, or grants, and developing support sectors. A proactive strategy may develop and maintain public-private partnerships that focus on serving the growing sectors in the economy.

Economy	
<ul style="list-style-type: none">❖ Guide the stabilization and expansion of our economic base.❖ Promote the development of communications with business and education leaders.❖ Become sustainable and proactive with local jurisdictions.• Provide Dunn County Economic Development Corporation with financial and staff support to implement their function as the central agency for economic development in the County.• Identify sustainable development opportunities and best management practices.• Cooperate/coordinate with local jurisdictions and other Business Councils to:<ul style="list-style-type: none">○ Create and maintain jobs.○ Support and promote education and training programs to upgrade the skills of workers.○ Cooperate with all local Business Councils in job retention programs.○ Facilitate relationships that connect existing employers with federal, state, and local incentive programs.• Encourage sustainable commercial, agricultural, and industrial development.• Identify residential, commercial, agricultural, and industrial properties in need of redevelopment.• Define the amount of land needed for commercial and industrial development.• Maintain, improve and sustain the County's social, cultural and natural resource base.• Support all local business councils in the county.• Identify resources to assist with local economic development activities.• Develop infrastructure to support modern commercial and industrial needs.• Utilize the Wisconsin Development Fund, Wisconsin Housing and Economic Development Authority, Tax Incremental Financing, Industrial Revenue Bond, Dunn County Loan Pool, and other programs that provide incentives for business development within the County.• Maintain balance between the value of residential, commercial, agricultural and industrial properties in the County.• Cooperate/coordinate with regional and state economic development organizations.• Lobby state legislatures.• Encourage and support entrepreneurial efforts and programs.• Participate in activities and programs that promote the county and the region.	<p>Long Term 2010-2030</p>

DRAFT Econ Dev Goal, Objectives, Policies & Strategies

Note: below are initial working draft Economic Development Goal, Objectives, Policies and Strategies for Dunn County for discussion purposes only – these will continue to be refined following additional meetings and input.

Economic Development Goal

Dunn County has a diverse and vibrant economy that supports local businesses, attracts quality employment opportunities, builds on the County’s agricultural, educational, renewable energy, and natural assets, and enhances the overall quality of life for residents and communities throughout the County.

Objectives:

1. **Encourage the retention, growth and expansion** of existing businesses and industries, and provide resources and technical assistance to help entrepreneurs start and grow within Dunn County.
2. **Attract new business investment** that aligns with local and regional goals by identifying “ready-to-develop” sites and supporting investments in essential infrastructure, such as transportation, broadband, and water/sewer, across the County.
3. **Strengthen and revitalize downtowns and community centers** as vibrant hubs and destinations for commerce, culture, and community life within the County.
4. **Encourage balanced and fiscally responsible growth**, ensuring development contributes to the local tax base, is compatible with surrounding neighborhoods, and preserves each community’s unique character and environment.
5. **Strive to prevent and mitigate land use conflicts** between business and non-business uses through thoughtful siting and buffering.
6. **Promote the County’s natural, cultural, and recreational resources** to attract visitors, support local businesses, and strengthen community identity.
7. **Expand workforce and educational partnerships** to align training and skills development with local and regional employment needs.
8. **Support Dunn County’s rural economy**, including agriculture, agribusiness, and value-added processing, and renewable energy industries.
9. **Facilitate childcare and workforce housing** solutions as essential components of a strong local economy.
10. **Foster collaboration among municipalities** to coordinate economic development, reduce competition, and promote shared success.

Policies

1. Work with existing businesses and industries to understand and support their long-term needs through business retention and expansion visits.
2. Commercial and industrial development should be directed to areas with existing and planned infrastructure and services (e.g. industrial parks, highway corridors, etc.)
3. Promote new business growth in areas identified for commercial or industrial growth on the preferred future land use map to protect the County's rural landscape.
4. Evaluate potential impacts of new development on nearby uses and environmental features. Consider fiscal sustainability, infrastructures costs, and community benefits as part of this evaluation.
5. Focus rural economic development efforts on agriculture, agri-business, renewable energy, home-based industries, and tourism. Non-compatible commercial or industrial uses should be directed to urban locations or rural hamlets, as identified on the Preferred Future Land Use Map, where adequate infrastructure exists.
6. Support ongoing improvements and revitalization in downtown areas and historic districts as traditional core commercial districts through façade improvements, infill incentives, and placemaking.
7. Integrate the County's agricultural heritage, local foods, outdoor recreation, and natural resources with tourism and economic development marketing efforts.
8. Soften transitions between commercial and residential uses with buffers, landscaping, and compatible architecture and design standards.
9. Highlight and leverage regional education institutions and research capacity (UW-Stout, CVTC) as workforce and innovation assets.
10. Support farm-related and agri-tourism businesses and adaptive reuse of rural buildings for ag-related or small business operations.
11. The County and communities should continue to collaborate with and support Dunn County Economic Development Corporation (DCEDC), Greater Menomonie Development Corporation (GMDC), Greater Menomonie Area Chamber of Commerce, Momentum West and other economic development partners to undertake economic development activities.
12. Encourage partnerships and initiatives that support childcare operations and affordable workforce housing, recognizing their importance to economic growth.
13. Encourage the use of Tax Increment Financing (TIF), Brownfield Redevelopment, and WEDC programs strategically to stimulate reinvestment, cleanup underutilized properties, and generate long-term tax base growth.
14. Promote sustainable development practices that enhance resilience to economic, environmental, and demographic changes.

Strategies

1. Collaborate with municipalities, residents, and economic development partners to develop a Countywide Economic Development Strategy that:
 - a. Establishes a clear and consistent communication process for reviewing, coordinating, and advancing projects.
 - b. Defines target industries and business types, which align with community values, workforce capacity, and regional economic priorities. Emphasis should be placed on strengthening existing industry clusters and fostering the development of emerging sectors that align with the County's assets.
 - c. Identifies priority sites and infrastructure investments needed to support targeted business growth and expansion.
 - d. Outlines roles and responsibilities for County and local partners to ensure consistent implementation and accountability.
 - e. Includes performance metrics (jobs created, business starts, tax base growth, infrastructure readiness) and annual reporting.
2. Assist local units of government in accessing and applying state and federal funding tools and resources to advance local economic development.
3. Promote and encourage the utilization of the Regional Business Fund, Inc. and explore creation of a County revolving loan or microgrant fund for small businesses and downtown redevelopment.
4. Review and update the County's zoning ordinance to guide specific business types. This could include:
 - a. Clear siting standards for large-scale commercial and industrial developments and renewable energy facilities within County-zoned Towns.
 - b. Add design guidelines that address landscaping, aesthetics, lighting, noise, parking, and access for commercial and industrial development to help ensure compatibility with the rural character and community aesthetics.
5. Continue to fund and support the efforts of Dunn County Economic Development, a partnership between Dunn County, UW-Stout and the City of Menomonie.
6. Educate the public and elected officials on the fiscal and quality-of-life benefits of economic development, emphasizing success stories, return on investment, and how local revenues support public services.
7. In coordination with regional and state economic development partners, develop and maintain a "Ready Sites" inventory identifying shovel-ready parcels for business expansion, with site profiles, infrastructure status, and available incentives.
8. Strengthen intergovernmental cooperation agreements (boundary, service sharing, or revenue sharing) to manage growth efficiently and minimize local competition for tax base.
9. Launch an annual Economic Development Dashboard to monitor key indicators such as employment, new construction value, broadband access, and housing availability.