



3001 US Highway 12 E, Suite 201
Menomonie, WI 54751
Phone: (715) 231-6545
www.dunncountywi.gov/land-info

**COUNTY OF DUNN
MENOMONIE, WI
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 Land Information Council** will be held on **Wednesday, March 11, 2026, at 3:00 pm in Room 60 of the Dunn County Government Center**, 3001 US Highway 12 East in Menomonie, Wisconsin. The building entrance for public meetings is on the lower level of the Government Center.

Video recordings of the meetings will be available for subsequent viewing on the Dunn County YouTube channel at the following link: <https://www.youtube.com/@dunncounty1854>

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 the Chapter 2 of Dunn County Ordinances.

Items of business to be discussed or acted upon at this meeting are listed below:

**LAND INFORMATION COUNCIL
AGENDA**

1. Call to order
2. Call of the roll
3. Approval of the minutes for the November 5, 2025 meeting.
4. Consideration for action to be taken by the Committee
 - A. Approval of Land Information Services Fee Schedule
5. Adjournment

Kelly McCullough, Chairperson

Signed: _____
Dan Dunbar
County Manager



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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.

MINUTES

DUNN COUNTY LAND INFORMATION COUNCIL

The **Dunn County Land Information Council** was held on Wednesday, November 5, 2025 at 3:00 p.m. The meeting was held by teleconference, and in person at the Dunn County Government Center, Room 060.

1. Call to order

The meeting of the Land Information Council was called to order by Chairperson McCullough at 3:00 p.m.

2. Call of the roll

Supervisors McCullough (Chair), Stene (Vice Chair), Hedlund, Bauer, Vogl, Prochnow, Morehouse, Wisley, Kneer, Quinn, Tom Carlson (County Surveyor), Melissa Gilgenbach (Director of Emergency Communication), Heather Kuhn (Register of Deeds), Lynn Niggemann (Treasurer), Shelley Watkins (Realtor), Sarah Hanson (Real Property Lister), Rachel Wells (Land Information Officer)

Others in attendance: Brittany Rickey (GIS Specialist), Dan Dunbar (County Manager), were several other individuals, not part of this council, that were in the room for the subsequent Executive Committee meeting, immediately following the adjournment of the LIC meeting.

3. Approval of the minutes for the December 11, 2024 meeting.

Supervisor Stene offered a motion to approve the December 11, 2024 minutes as presented. Supervisor Morehouse seconded the motion. Motion was approved by voice vote.

4. Staff Reports

a. Update on Wisconsin Land Information Program:

1. Land Information Officer, Rachel Wells, gave a breakdown of the composition of the Land Information Council as well as the state and local ordinances that govern it.
2. Wells also outlined the staff duties and services provided by the Land Information Services office which include administering the Wisconsin Land Information Program (WLIP), Property Information Management, Property Assessment Coordination, Geographic Information Systems (GIS), and Rural Addressing & Property Address Coordination.
3. Rachel Wells then gave a breakdown of the 2025 WLIP program funding and eligibility comprised of the strategic initiative, base budget, and training grants. These grants are used to fund the maintenance of statewide mandated data sets (strategic initiative grant), lands record related projects as designated in the county's land records modernization plan (base budget grant), and staff training/conference attendance (training grant). The amount of grant funding the county is eligible to receive is based on the retained fees collected by the Register of Deeds Office from recorded documents. Since the number of recordings fluctuates yearly, so do the eligible grant amounts as a reflection of the real estate market. The total eligible 2026 WLIP Grant disbursements for Dunn County will be \$76,880; approximately \$2,500 less than 2025.
4. Rachel Wells gave an update on the projected retained funds for 2025, expected to be approximately \$2700 more than those collected in 2024 based on 2025 recordings thus far.

b. Update on Land Information Services Activity:

1. Rachel Wells gave information on the 2025 expenditures from grants and retained fees as well as ongoing WLIP projects.

- i. 2025 expenditures include: staff time, ArcGIS Enterprise Deployment, Esri Licensing (GIS software), Beacon GIS website service, and ArcGIS Pro instructor-led trainings. A robotic total station and GPS correction service were also partially funded.
- ii. 2025 WLIP projects include:
 - Maintaining and updating datasets subject to Strategic Initiative Requirements
 - Emergency Management Data Development & Maintenance for NG911 transition
 - Editing and updating accuracy of parcel & PLSS linework
 - Core system hard & software updates including ArcGIS Enterprise Deployment and Catalis Tax & Assessment system migration
 - Web & mobile mapping applications for Planning & Zoning Sanitary Site inspections and Highway local structures inspections
 - ArcGIS Pro migration and staff training
 - GIS and Land records software hosting & maintenance service (Beacon GIS site)
 1. It was noted that the Beacon site has processed over 1.55 million searches or data queries from 1/1/2025-11/2/2025 with the majority (99.77%) being for parcel related data.

c. 2026 Projects

1. Wells next spoke to the WLIP projects planned for 2026; these projects include:

- i. The acquisition of 6" aerial imagery
- ii. Parcel and foundational data refinements
- iii. Special district mapping such as tax incremental districts (TID), sanitary districts, drainage districts, etc.
- iv. Assessment and migration of core spatial data to ArcGIS Enterprise server including the migration of external departments.

2. Rachel Wells then provided an informational update on WI Senate Bill 218 relating to the amount and distribution of the real estate transfer fees. If passed, this would increase funding to the County & WLIP by reducing and redistributing the real estate transfer fee split between State and County.

d. Real Estate Market Update; Introduction of Shelley Watkins

1. New in 2025 to the Dunn County LIC is realtor, Shelley Watkins, who has 25 years of experience working for RE/MAX in Menomonie. Watkins gave an update on current market conditions, stating that the market is still good, sitting at a 1% increase in sales from 2024, though the price points lowered from around 400,000 to 300,000. In previous years from approximately 2020-2023, there was a 13-14% increase per year. Watkins said that she is also starting to see properties purchased in that time frame having difficulties re-selling since interest rates are still relatively high offering limited mobility. Vacant properties listed at 10 acres or more, however, are selling quickly whereas smaller lots are sitting on the market longer as some banks are reluctant to give new construction loans citing high risk as a concern. Watkins also added that she believes the market will be better in the Spring of 2026.

e. Register of Deeds Update:

1. Heather Kuhn, Register of Deeds, spoke of how cyber security is a growing concern within the state as there have been a few counties that have recently experienced attacks. As part of the WI Land Information Program, Kuhn expressed the need to use funds from the WLIP program to better secure the records.
2. Kuhn also spoke about proposed WI Senate Bill 218. Currently, the real estate transfer fee is split between the state and county 80/20 respectively at the rate of \$3/\$1000. The current iteration of the bill proposes a 30/50/20 split between the state, county, and WI Land Information Program with a reduction in fees to \$2/\$1000. This reallocation, however, is still projected to increase county revenues by ~\$104,000. If passed, these funds could go towards paying for the property fraud subscription service that Dunn County has provided since 2019. Dunn County currently has 978 subscriptions and has sent out 778 alerts.

f. Surveyor's Office Update:

1. County Surveyor Tom Carlson gave a brief update on staffing changes including the retirement and re-hiring of the Surveying Technician position.
2. Carlson then gave a status update on the remonumentated corners in the county, noting that three Public Land Survey System (PLSS) townships have been fully completed and two are nearly complete. Of the 2800 PLSS corners in Dunn County, 29 have yet to be documented. Carlson then went on to explain the research and field work that he and his staff do to identify and maintain the County's PLSS monuments noting that monuments found are sometimes set in an incorrect position and need to be corrected by their office staff.
 - i. Supervisor Quinn asked what happens if a PLSS monument or marker is placed in the wrong position, making a survey inaccurate? Tom Carlson explained that there is a lot to take into consideration when handling the situation including underlying title, recorded documents, etc., meaning each situation will likely be handled differently.

g. Open Discussion Related to Land Records

1. Supervisor Morehouse asked Rachel Wells to explain what she meant by the statement "not quite a bridge," when previously discussing the Highway Structure Inspection App. Rachel explained they are typically large culverts or other drainage structures too small to be classified as a bridge though are still critical pieces of roadway infrastructure. Supervisor McCullough added that these structures must be under 20 feet in length.

5. **Consideration for action to be taken by the Committee:** No formal action is requested at this meeting

6. **Adjournment:** Chairperson McCullough declared the meeting adjourned at 3:45 p.m.

Respectfully submitted,

Rachel Wells, Land Information Officer

DRAFT



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Department of Administration – Land Information Services Division

TO: Committee on Administration; Land Information Council
FROM: Rachel Wells, Land Information Officer
DATE: February 26, 2026
SUBJECT: Land Information Services Fee Schedule

As part of the 2025 County Board Budget Workshop, two external services, Property Addressing and External GIS Services, provided by the Land Information Division, were identified as having potential for revenue-generating and/or cost-savings. Further program analysis identified short and long-term mechanisms for offsetting costs. This document outlines short-term cost recovery options in the form of a revised fee schedule (Addendum A) and minor service modifications. This proposal is more reflective of the service costs and formalizes the fees for external, non-government, entities.

For context, the program analysis presented to the Executive Committee, in response to the 2025 County Board Budget Workshop, has been attached as Addendum B.

Note: This proposal will be forwarded to both the Committee on Administration and Land Information Council for consideration and approval.

Respectfully submitted,

A handwritten signature in cursive script that reads "Rachel Wells".

Rachel Wells
Land Information Officer

ADDENDUM A

Land Information Services Fee Schedule

Effective April 1, 2026

Rural Addressing

<u>Item</u>	<u>Fee</u>	<u>Comments</u>
New Assignment	\$100	
Replacement Sign	\$35	
Additional Sign	\$35	
Add-on New multi-unit	\$40	
Address Sign Installation	\$60	
Reassignment	\$180	New
New Street Name/Mapping Fee	\$50	New
After-the-Fact Assignment	\$120	New

Digital Tax & Assessment Data

<u>Item</u>	<u>Fee</u>	<u>Comments</u>
Tax & Assessment Data Extract	\$100	
Delinquent Tax Data Report	\$50	

Prints & Copies

<u>Proposed Prints & Copies</u>	<u>Letter/Legal*</u>	<u>24"x36"*</u>
Static Standard Map Products	n/a	\$30
Map Export from GIS Site	\$0.25	n/a
Tax & Assessment Site	\$0.25	n/a
Lamination	n/a	\$10
**additional sizes may be available. Cost is per page.		

Customized Requests

Additional information may be available upon request. This applies to all custom work and/or product requests including but not limited to maps, listings, data preparation and custom printing/scanning. Labor is billed in ½-hour increments.

\$65/hr + materials costs

GIS Data

<u>Item</u>	<u>Fee</u>		<u>Comments</u>
<i>Planimetric data</i>	\$0	Fee Removal	Direct requester to state archive
<i>Orthophotography</i>	\$0	Fee Removal	
<i>GIS Data - Static</i>	\$0	Fee Removal	
<i>GIS Data - LiDAR</i>	\$0	Fee Removal	

Notables

1. Government entities are not subject to this fee schedule.
2. Tax & Assessment Data – Mailing Label generation (digital or hard copy) will not be offered. Members of the public can utilize the tools on the GIS site to acquire this information.
3. GIS Data Requests - In lieu of charging a fee and incurring staff expenses processing ad- hoc GIS Data requests and payments, we would refer requesters to the state data portal for GIS data, as we are required to provide data annually to the State for free public download. Very few requests for GIS datasets are made to our office directly, largely due to the State open data portal. We would also make a subset of planimetric data available on bi-annual basis for download. Static datasets would also be made available for public download. In the short term the download page may be a SharePoint site, but long-term may be an Open Data site or archiving more data to the State Open Data portal. Any requests outside of the provided datasets would be billable under 'Customized Requests'.



ADDENDUM B

Previously submitted to
Executive Committee

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Department of Administration – Land Information Services Division

TO: FY26 Budget Workgroup, County Board of Supervisors
FROM: Rachel Wells, Land Information Officer
DATE: September 10, 2025
SUBJECT: FY26 Program Opportunities – County Board Budget Workshop

The County Board Budget Workshop activity identified two programs administered by Land Information Services, as having opportunities to reduce expenses or generate additional revenue. Those programs are: *Property Addressing* and *External Geographic Information Systems (GIS)*. The following report outlines potential revenue-generating or cost-saving opportunities. Additional ideas and perspectives are welcomed and appreciated.

For context, below is a listing of primary services provided by the Land Information Services team, and a summary of the team composition.

Land Information Programs & Services:

- Property Assessment Coordination
- Property Information Management
- Geographic Information Systems (internal & external)
- Rural Addressing Program & Property Address Coordination
- Administration of the Wisconsin Land Information Program within Dunn County

Team Composition

- Land Information Officer / GIS Administrator
 - Employed with Dunn County since 2016, in current role since 2022
- GIS Specialist
 - Employed with Dunn County since 2022
- Real Property Lister
 - Employed with Dunn County since 2014, in current role since 2016

Respectfully submitted,

A handwritten signature in cursive script that reads "Rachel Wells".

Rachel Wells
Land Information Officer

DUNN COUNTY PROGRAM OPPORTUNITY

PROPERTY ADDRESSING

September 10, 2025

OVERVIEW

I. Program description

Review and assign property addresses (also known as rural addresses or fire numbers) and road names for towns using uniform numbering grid. Assign new addresses and road names when needed and communicate changes with town officials, county staff, the postal service, utility providers, and state agencies. Enter countywide address and street updates into the Land Records Management System, the Geographic Information System, and Emergency Management system. Report any address issues to the Emergency Management Director and collaborate on resolutions. Work with local addressing jurisdictions to update physical address and street name inventories. Offer advice to municipal addressing authorities. This service is provided by the Land Information Services (LIS) division of the Department of Administration.

II. Mandate Summary

The County may assign property addresses within the Towns pursuant to WI State Statutes 59.54(4). Dunn County does offer this service (see Dunn County Ordinance Chapter 23). It should be noted, if the county did not offer this service, the county would still be required to maintain a comprehensive database of property addresses across all addressing jurisdictions per 59.72, so providing this service helps accomplish this.

III. Population Served

All Dunn County landowners, emergency service responders/facilitators, utility, general service providers, local, state, and federal government agencies, real estate professionals.

While not entirely mandatory, coordinating address assignments at the County-level does streamline the process for landowners and municipalities, and ensures addresses are integrated within the land records management, GIS, and emergency management systems. Coordination between the County and incorporated municipalities regarding addresses is essential in facilitating emergencies and everyday services for landowners.

IV. Cost Summary

Per Priority Based Budgeting exercise, based on 2025 budgeted revenues & expenses:

<i>Expense Item</i>	<i>Estimated Cost</i>
<i>Personnel</i>	\$ 29,444.19
<i>FTE</i>	0.27
<i>Non-Personnel</i>	\$ 8,966.89
<i>Revenue</i>	\$ 9,996.33
<i>Total Cost</i>	\$ 38,411.08
<i>Net Cost</i>	\$ 28,414.75

Expense - Personnel

- o Includes portions of 3 positions: CIO, Land Information Officer, GIS Specialist

Expense – Non-personnel

- o Enterprise IT & Administration Department Costs (not administered by LIS)
- o Office supplies, training and education, small portion of software costs

Revenue (non-levy)

- o Fees for Address Application
- o Wisconsin Land Information Grant (1)
 - Annual grant opportunity available via Wisconsin Department of Administration.
 - Partially offsets staff costs

V. Opportunities: Revenue-Generating

1. Adjust Addressing Fee Schedule

Review of program costs identified opportunities to offset program costs through increased application fees and additional fee types. It is worth noting that fees for this service have remained relatively steady intentionally so as to not discourage compliance, as it greatly impacts the facilitation of emergency and other vital services.

<u>Addressing Fee Schedule</u>	<u>Current</u>	<u>Proposed</u>	<u>% Change</u>	<u>Comments</u>
New Assignment	\$75	\$100	33%	
Replacement Sign	\$30	\$35	17%	Intentional minimal increase to not discourage replacement
Additional Sign	\$30	\$35	17%	
New multi-unit (New + Additional Sign cost)	\$30	\$40	33%	
Address Sign Installation	\$50	\$60	20%	
Reassignment		\$180	New	
New Street Name/Mapping Fee		\$50	New	Collected as part of CSM or Subdivision review, or when determined to be needed. Requires further discussion with Surveyor's Office
After-the-Fact Assignment		\$120	New	Requires review of ability to add special charge to property tax bill.

<u>Estimated Net Per Sign Current Fee vs. Proposed Fee</u>	<u>Assignment</u>	<u>Reassignment</u>	<u>Replacement</u>
Direct Cost w/ New sign Vendor; w/o Installation	\$63.29	\$89.98	\$36.16
Current Fee	\$75	\$75	\$30
Proposed Fee	\$100	\$180	\$35
Current Net	\$11.71	-\$14.98	-\$6.16
Proposed Net	\$36.71	\$90.02	-\$1.16
Direct Cost w/ New sign vendor; w/ Highway installation	\$108.29	\$134.98	\$81.16
Current Fee	\$125	\$125	\$80
Proposed	\$160	\$240	\$95
Current Net	\$16.71	-\$9.98	-\$1.16
Proposed Net	\$51.71	\$105.02	\$13.84

<u>Projected Annual Net Current Fee vs. Proposed Fee</u>	<u>Assignment</u>	<u>Reassignment</u>	<u>Replacement</u>	<u>Total</u>
5-year Average # Applications	100	2	35	137
Proposed Net (Revenue - Expenses) w/o install	\$3,414.29	\$180.03	-\$37.10	\$3,557.22
Proposed Net (Revenue - Expenses) w/install	\$361.99		\$41.52	\$403.51
			<i>Proposed Net</i>	\$3,960.73
Current Net (Revenue - Expenses) w/o install	\$1,089.29	-\$29.97	-\$197.10	\$862.22
Current Net (Revenue - Expenses) w/install	\$116.99		-\$3.48	\$113.51
			<i>Current Net</i>	\$975.73

2. Extend Addressing Services to Incorporated Municipalities

The LIS team often offers addressing guidance to incorporated municipalities who handle property addressing matters sparingly, and do not know where to begin due to staffing turnover or resource limitations. By offering the option for the county to act as the municipality's property addressing authority, this could lessen the strain on the municipality, increase adherence to addressing best practices, and better facilitate services to property owners.

The county would honor the municipality's addressing schema, and work in collaboration with the municipality to assign street names and resolve problematic addressing anomalies. The fees for this service could largely mirror the proposed fee schedule outlined within revenue-generating option 1 above, with the addition of a fee for assessing and/or establishing the municipality's current addressing grid and administrative time to establish the service.

The addition of this service would not generate a significant amount of revenue due to the low address volume in these communities, but it would help decrease the program cost, particularly for staff time, as LIS currently provide some level of this service at no charge. It would also streamline the process for property owners and developers.

3. Require Additional Signs for Shared Driveways

Currently the Uniform Numbering System ordinance does not speak to signage standards for shared driveways. Best practice recommends a fire sign near the shared driveway connection to the roadway, and a secondary sign where the shared driveways branch. The secondary sign provides better guidance to emergency responders on the ground and would have an ancillary increase in the program revenue. Implementation of this would require a change to the program ordinance and/or policies which is generally in need of updating.

VI. Opportunities: Cost-Saving

1. Elimination of CIO personnel cost

Effective August 2025, the position of CIO was eliminated. This results in cost savings to the program of \$ 3,369.03 (~8.8%)

2. Recent Notable cost-saving measures

- *Address Sign Vendor Change*

In the fall of 2024, LIS changed address sign vendors, resulting in a 35% reduction in materials cost, higher quality sign, and faster turnaround from order to delivery. The prior vendor fulfilled orders in two months from order, and the new vendor satisfies orders within two weeks. The new vendor also is closer and utilized by many other local governments in the area resulting in shipping cost savings.

Signage Expenses (per sign - inc. shipping)	Sign	Posts	Shipping	Total Signage Cost	
<i>old vendor</i>	\$22.95	\$10.55	\$1.50	\$35.00	
<i>new vendor</i>	\$12.70	\$8.73	\$1.25	\$22.68	
Difference	\$10.25	\$1.82		\$12.32	-35%

- *Installation Service Change*

In the fall of 2024, the address sign installation provider changed from the LIS staff to the Highway team, generating a 26% reduction in staff expenses. The Highway team is already out in the field, performing maintenance on roads with more appropriate signage tools, whereas the LIS staff take special trips with fleet vehicles to perform installations. This new process results in staff, fuel, vehicle savings, as well as a faster turnaround time.

	Installation Expense	Cost per sign
LIS Staff Time <i>**based on 1.5 hours of staff time, not including fuel cost use fleet vehicles</i>		\$61.17
Highway Staff Time <i>**2025 cost using highway materials and staff who are already performing work in the field</i>		\$45.00
Difference		\$16.17 -26%

- *Financial Change*

Late in 2024, a team member in Finance took on all receipting and invoice payment processing for the LIS team, these financial functions were previously performed by the Land Information Officer. This change resulted in staff time savings and a separation of duties. This collaboration between Finance and LIS has and will continue into 2026.

- *Automation*

Late in 2023, LIS staff developed an online address application that streamlines the process for applicants, requests better information from applicants minimizing follow up questions, and automatically archives the application details into a tracking program nearly eliminating hands on staff time. [Link to online application here!](#)

VII. General Considerations

While the rural addressing program is an optional mandate the county board decided to take on in 1991, it provides a valuable and essential service to property owners in Towns, and the emergency providers who service them. The uniform numbering system provides a consistent addressing standard and grid that guides responders around the county. It also ensures addresses are properly added to the land records management, GIS, and emergency dispatch systems. Additionally, it helps facilitate the county's compliance with Wis. Statute 59.72 and state and national NextGen 911 addressing standards. The statewide transition to the NextGen 911 system requires that all addresses and streets adhere to a national standard to ensure the proper routing and handling of emergency calls. The Land Information staff regularly attend trainings and meetings to remain educated on the standards, best practices, and technological needs required of this system. The Land Information staff also have detail understanding of the interconnectedness and importance of addressing which contributes to smoother transitions for property owners.

The alternative to the county providing this service is every Town addressing properties according to their own standards and signage requirements. This implementation can result in inconsistency and frustrations from property owners, emergency responders, developers, and other service providers. Additionally, Town staff commonly work part-time and experience high turnover, thus maintaining this program at the county level increases availability and continuity of operations.

DUNN COUNTY PROGRAM OPPORTUNITY

GEOGRAPHIC INFORMATION SYSTEMS (GIS)–EXTERNAL

September 10, 2025

OVERVIEW

I. Program description

Maintenance of GIS web applications to provide public access to comprehensive countywide geospatial datasets. Maintenance includes not only the development of datasets, but also a commitment to enhancing functionality based on user feedback. This program also makes several standard datasets available to the public for a nominal fee and provides data to municipalities upon request. This service is provided by the Land Information Services (LIS) division of the Department of Administration.

II. Mandate Summary

Per WI State Statute 59.72 (2) (a), County shall make certain land information and records available via the internet in a format determined by WiDOA. The County may access funding (in the form of grants and retaining fees) to meet this requirement, as well as accomplish projects outlined in the County Land Information Plan, if the Board establishes a Land Information Office. The County did establish this office and council in 2010; see Dunn County Chapter 2.055(d).

III. Population Served

All Dunn County landowners, emergency service responders/facilitators, utility, general service providers, local, state, and federal government agencies, real estate professionals. The maintenance, public availability, and continued refinement of these land records datasets facilitate essential services for landowners and those who serve them. Management of this information also is vital in facilitating the assessment, taxation, and election process for our community.

IV. Cost Summary

Per Priority Based Budgeting exercise, based on 2025 budgeted revenues & expenses:

Expense Item	Estimated Cost
<i>Personnel</i>	\$ 31,863.58
<i>FTE</i>	0.27
<i>Non-Personnel</i>	\$ 24,719.94
<i>Revenue</i>	\$ 37,505.56
<i>Total Cost</i>	\$ 56,583.52
<i>Net Cost</i>	\$ \$19,077.96

- Expense - Personnel
 - Includes portions of 3 positions: CIO, Land Information Officer, GIS Specialist
- Expense – Non-personnel
 - Enterprise IT & Administration Department Costs (not administered by LIS)
 - Projects and costs as outlined in the County Land Information Plan. Projects do support LIS but also fund projects for other departments.

- Office supplies, training and education, small portion of software costs
- Revenue (non-levy)
 - Wisconsin Land Information Grants (2)
 - The County may access annual funding in the form of grants, as well as retain fees gathered from recorded documents at the Register of Deeds offices. 2025 funding (\$79,408 grants / \$41,592 retained fees). The grant revenues help offset staffing costs for other land information programs within this inventory as well. Grant opportunity is administered through Wisconsin Department of Administration.
 - Grant and retained fees revenues help fund core soft/hardware costs and external department projects and costs as outlined in the County Land Information Plan. Retained fees are statutorily set and restricted use funds and reside in a special revenue fund separate from the general fund.
 - It should be noted that there have been two recent legislative efforts to increase funding to the Wisconsin Land Information program due to the ever-increasing reliance and need for land information services. These legislative efforts were part of the Dunn County legislative agenda; however, they have been unsuccessful.
 - Fees collected for tax and GIS data and map requests
 - These fees help recover some costs for providing these services, and the revenue goes to the general fund.

V. Opportunities: Revenue-Generating

1. Increase Tax Data Request Fees & Eliminate GIS Data Request Fees

Review of program costs identified opportunities to offset program costs through increased tax data request fees and the elimination of fees for standard GIS data sets. The proposed elimination for GIS data fees would reduce staff time for processing the request and payment. Additionally, the State requires certain GIS datasets to be submitted annually, and they subsequently make those datasets available to the public at no charge. Since this requirement, we have seen a steady drop in direct requests for GIS data. In lieu of requesting payment for these datasets, LIS staff would establish a data portal to make the data available to the public for download. The process to update this portal can be automated, and establishing this portal would not incur additional licensing costs. Establishing a data portal for public download has become a common practice throughout the state, to reduce hands-on staff time for data requests.

<u>Data Request Fee Schedule</u>	<u>Current</u>	<u>Proposed</u>	<u>% Change</u>	<u>Comments</u>
<i>Tax Data</i>	20	100	400%	Increase helps offset staff costs to query data, and software costs for tax and assessment software. This cost is better aligned with other counties as well
<i>Delinquent Tax Data</i>	20	50	150%	Increase helps offset staff costs to query data, and software costs for tax and assessment software. This cost is better aligned with other counties as well
<i>GIS Data - Static</i>	20	0	-100%	
<i>GIS Data - Dynamic</i>	20	0	-100%	
<i>GIS Data - LiDAR</i>	40	0	-100%	
<i>Static Map Prints</i>	20	35	75%	
<i>Municipal Map Prints</i>	20	35	75%	
<i>Printed Labels</i>	20	35	75%	

***Requests outside of these standard requests would be charged at \$70/hour + materials costs.
Digital information extracts requested by municipalities are not generally charged a fee.*

<u>Estimated Net Per Request Current Fee vs. Proposed Fee</u>	<u>Tax Data</u>	<u>Delinquent Tax Data</u>	<u>GIS Data Static</u>	<u>GIS Data Dynamic</u>	<u>GIS Data LiDAR</u>	<u>Standard Map Print</u>	<u>Printed Labels</u>
<i>Avg. Physical Material Cost</i>						\$10	\$7
<i>2026 Estimate Staff & Material Cost</i>	\$28.55	\$24.24	\$28.55	\$45.77	\$19.94	\$25.63	\$22.63
<i>Current Fee</i>	\$20	\$20	\$20	\$20	\$40	\$20	\$20
<i>Proposed Fee</i>	\$100	\$50	\$0	\$0	\$0	\$35	\$35
<i>Current Net</i>	-\$8.55	-\$4.24	-\$8.55	-\$25.77	\$20.06	-\$5.63	-\$2.63
<i>Proposed Net</i>	\$71.45	\$25.76	\$0	\$0	\$0	\$9.37	\$12.37

<i>Projected Annual Net Current Fee vs Proposed Fee</i>	<i>Tax Data</i>	<i>Delinquent Tax Data</i>	<i>GIS Data Static</i>	<i>GIS Data Dynamic</i>	<i>GIS Data LiDAR</i>	<i>Static Map Print</i>	<i>Printed Labels</i>	<i>Total</i>
<i>Average # Requests</i>	7	8	4	2	0	13	4	38
<i>Current Net</i>	-\$59.85	-\$33.96	-\$34.20	-\$51.55	\$0.00	-\$73.22	-\$10.53	-\$263.31
<i>Proposed Net</i>	\$500.15	\$206.04	\$0.00	\$0.00	\$0.00	\$121.78	\$49.47	\$877.44

VI. Opportunities: Cost-Saving

1. Elimination of CIO personnel cost

Effective August 2025, the position of CIO was eliminated. This results in cost savings to the program of \$ 3,354.05 (~5.9%)

2. Eliminating fee for standard GIS Data requests

See chart option #1 above in revenue-generating opportunities.

3. Reduction in Time Spent Maintaining GIS Web Applications

Much of the cost to this program is staff time performing maintenance on foundational datasets and the web platforms that make this information available to the public as required by 59.72. By reducing staff time spent performing maintenance, some cost savings could be realized for this program specifically, but it would not reduce overall costs to the county. Instead, it would likely result in negative feedback from the public, and real estate and service providers. The GIS applications are leaned upon heavily and have become part of many service providers, government, and business process workflows. In 2024, there were 1,617,650 requests made to GIS applications, an average of 4,419 requests per day, and 267 visitors per day. The accessibility and information provided in these applications is a valuable resource, resulting in time savings for staff and constituents.

4. Recent Notable cost-saving measures

- *Financial Change*
Late in 2024, a team member in Finance took on all receipting and invoice payment processing for the LIS team, these financial functions were previously performed by the Land Information Officer. This change resulted in staff time savings and a separation of duties. This collaboration between Finance and LIS has and will continue into 2026.
- *Automation*
Late in 2023, LIS staff developed an online data request application that streamlines the process for applicants, requests better information from applicants minimizing follow up questions, and automatically archives the application details into a tracking program nearly eliminating hands on staff time. [Link to online application here!](#)

5. Grant Allocation Adjustment

Much of the cost for this program is personnel costs. Currently a portion of the grant funding received offsets two staff members' costs to support GIS services. The remaining portion of the grant funds are utilized to fund projects and costs as outlined in the County Land Information Plan. While greater staff time allocations to the grants are permissible, this results in a reduction in service by not funding the multi-department projects and costs as outlined. These have wide-ranging impacts and cost savings through land records modernization efforts and would result in additional requests for levy funding and CIP requests. Additionally, the grant dollars available fluctuate annually and is dependent on real estate market activity, making this funding source somewhat unpredictable.

VII. General Considerations

Changes proposed to the external GIS services program, will have an impact on the internal GIS services program as well. For the Priority Based Budgeting exercise it was recommended by the software vendor to separate the two programs, but practically they are one GIS program. The datasets maintained through this program are of statewide and national importance and are managed under strict state and federal rules, and shared with relevant agencies on a regular schedule. Core datasets include parcels,

property addresses, transportation networks, emergency response data, municipal boundaries, tax and political districts, water features, aerial imagery, and zoning. Datasets facilitate taxation, assessment, emergency response, elections, planning efforts, the real estate industry, and other economic development efforts.

Furthermore, reduction of either GIS service, particularly in personnel costs, would not result in cost savings to the county. Approximately 61% of the time spent by the two staff members supporting GIS services directly and indirectly supports the business and compliance needs of other county departments. Some of the work performed through this program has also resulted in significant time savings within departments through the development of GIS solutions. Reductions to personnel in this area would instead shift the costs to other departments and increase the need for levy funding.