



VILLAGE OF MOUNT HOREB

E. Main Street

Mount Horeb, WI 53572

Phone: (608) 437-6884 Fax: (608) 437-3190

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COMMUNITY DEVELOPMENT AUTHORITY AGENDA

Wednesday, July 8, 2026 at 6:00 PM

Municipal Building Board Room

138 E. Main Street

Mount Horeb, WI

- 1) Call to order
- 2) Public Comments on Non-Agenda Items*
- 3) Consent Agenda
 - a. Consideration of May 13, 2026 Meeting Minutes
 - b. Economic Development Director's report
 - c. Mount Horeb Area School District report
 - d. Mount Horeb Area Chamber of Commerce Report
- 4) Agenda Items
 - a. Introduction of the new Village Administrator
 - b. CDA Future Focus Areas
 - c. Downtown Alley Activation & Connectivity Project
- 5) Meeting adjournment.

*Public Comment Policy

Members of the public are invited to speak at meetings of all Mount Horeb Public Bodies. To comment, please complete a Public Comment Form at the Meeting Room entrance and submit it to staff before the meeting begins. Comments are limited to **three minutes**, must be made from the podium, and the speaker must return to the audience after speaking.

- **Non-agenda item comments** are heard at the start of the meeting. Public Body members and staff will not engage in discussion during public comment but may consider topics for future agendas.
- **Agenda item comments** are heard during the relevant item, after the proposers or staff present the item and before Public Body discussion. All public comments on the item will be heard before any discussion by the Public Body.

Members of the public will only be allowed to speak outside these public comment times if they are invited by the meeting chair to share additional information requested by the Public Body. If so invited to speak, the member of the public must do so from the podium.

Written comments are also welcome. Written comments shall include the name and address of the submitter and should be submitted to the Deputy Treasurer/Governance Coordinator by email at niki.erickson@mounthorebwi.info (subject line: *Public Comment Request-Name of Public Body*) or delivered by to the Village at: 138 E Main Street, Mount Horeb WI, 53572, ATTN *Public Comment Request-Name of Public Body*.

UPON REASONABLE NOTICE, EFFORTS WILL BE MADE TO ACCOMMODATE THE NEEDS OF DISABLED

INDIVIDUALS THROUGH APPROPRIATE AIDS AND SERVICES. FOR INFORMATION OR TO REQUEST THIS SERVICE, CONTACT ALYSSA GAFFNEY, CLERK, AT 138 E MAIN STREET, MOUNT HOREB, WI (608) 437-9404.



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COMMUNITY DEVELOPMENT AUTHORITY AGENDA

Wednesday, May 13, 2026 at 6:00 PM

DRAFT MEETING MINUTES

- 1) Call to order
Marc Schellpfeffer called the meeting to order at 6:00 PM. Members present were Todd Fritz, Ben Vondra, Ryan Czyzewski, Marc Schellpfeffer & Andy Baber. Also, present were Economic Development Consultant, Kristin Fish-Peterson & Office Assistant, Katie Jelle. Member absent were Barb Case & Heidi Kopras.
- 2) Public Comments on Non-Agenda Items*
None
- 3) Consent Agenda
There were no questions or comments regarding the information provided. Motion was made by Vondra to approve the Minutes & Consent Agenda. The motion was seconded by Fritz. All were in favor.
 - a. Consideration of April 8, 2026 Meeting Minutes
 - b. Economic Development Director's report
 - c. Mount Horeb Area School District report
 - d. Mount Horeb Area Chamber of Commerce Report
- 4) Agenda Items
 - a. Staff Presentation on Governance & Professional Standards Training
Czyzewski summarized the presentation that was previously presented by interim Administrator, Jon Hochkammer. The ethics code for the Village is a bit stricter for non-elected officials than what the State Statute requires. In summary, if a member has a conflict with an agenda item, members should discuss the conflict with the Administrator and get a legal review and recuse themselves from the discussion and vote.
 - b. Electing of the Chair and Vice-Chair
Czyzewski nominated Marc Schellpfeffer as Chair of the Community Development Authority. Vondra seconded. Schellpfeffer accepted the

nomination. All members present were in favor.
Fritz nominated Andy Baber as Vice-Chair of the Community Development Authority. Vondra seconded. Baber accepted the nomination. All members were in favor.

- c. Update on direction for the Lukken Property
Fish-Peterson gave an update to the CDA on the Lukken Property Development. The internal team is working on scheduling a meeting date for the planner, the Engineer, Village Utilities, Public Works, Fish-Peterson, Fire Department & the developer to discuss all that is needed before going out for crowdsourcing.
Fish-Peterson also told members that the land is currently being farmed, crops were planted in early May. The farmer will work with the developer to drill less invasive test pits to check for rock etc. but will not disrupt the crops that were planted.
Fish-Peterson said that there will be an opportunity for public input after the crowdsourcing.

- 5) Meeting adjournment.
Baber motioned to adjourn at 6:21 PM. Czyzewski seconded. All were in favor.

June 5, 2026

To: Community Development Authority

From: Kristen Fish-Peterson, Economic Development Contracted Staff

Re: Report on work to date

What follows is a list of activities for May:

1. Meetings in person and virtual
 - a. Jon Hochkammer individually (in person, virtually, phone, and emails)
 - b. Meetings regarding Lukken Property
 - c. Attendance at CDA meeting
 - d. Attendance at Village Board meeting
 - e. Meetings with Allison Plumer, Chamber President/CEO
 - f. Meetings with land owners and potential developers/brokers regarding housing land availability
 - g. Correspondence with all applicants for Home Improvement Grant Program
 - h. Meeting with property owners re: annexation
 - i. Online meeting with new administrator
 - j. Phone calls and emails with retail prospects
 - k. Training meeting for new Village Board member re: economic development
2. Follow up from meetings
3. Work to certify TID 6 with WI DOR
4. Review of map and follow up for work toward business park potential development

June 25, 2026

To: Community Development Authority

From: Kristen Fish-Peterson, Economic Development Contracted Staff

Re: Report on work to date

What follows is a list of activities for June:

1. Meetings in person and virtual
 - a. Jon Hochkammer individually (in person, virtually, phone, and emails)
 - b. Meetings regarding Lukken Property (with Making a Difference, Staff)
 - c. Meetings regarding Karakahl Redevelopment (with JT Klein)
 - d. Meetings with land owners and potential developers/brokers regarding housing land availability
 - e. Correspondence with all applicants for Home Improvement Grant Program as they close out their projects
 - f. Meeting with property owners re: annexation
 - g. Online meeting with new administrator
 - h. Phone calls and emails with retail prospects

2. Follow up from meetings
3. Work to certify TID 6 with WI DOR
4. Review of map and follow up for work toward business park potential development
5. Tracking spreadsheet creation for Residential Improvement Program
6. Information gathering for Lukken Housing Development
7. Research for future TID/ housing TID



AGENDA ITEM REPORT

MEETING DATE

July 8, 2026

PREPARED BY

AGENDA ITEM # 3.c

Mount Horeb Area School District report

BACKGROUND

[Board Communication - Mount Horeb Area School District](#)

[MHASD Monthly Report](#)

RECOMMENDATION

ATTACHMENTS

None

Chamber Report

JUNE 2026

The Chamber continues to prepare for a busy summer and fall event season, with both Art Fair and Fall Village Market currently tracking at vendor participation levels similar to the 2025 events. Planning efforts are also underway for the Golf Outing, Witches' Night Out, and Trollidays, and we are happy to be supporting both the Frolic and Tyrol Basin's 2026 Thirsty Troll Brewfest.

On June 2, the Chamber hosted a strategic planning session involving 10 Chamber Board members and community partners. The group spent the evening evaluating priorities, identifying opportunities, and discussing long-term organizational goals. We look forward to sharing the results of that process with the community later this summer.

We recently received a newly redesigned Jorgen costume, which will make its debut at this year's Frolic parade. The updated costume was created to preserve the character's familiar appearance while improving the look as well as comfort and durability for volunteers. Looking ahead, the Chamber plans to expand Jorgen's role in tourism marketing efforts and is developing additional "Troll Capital of the World" branding initiatives targeted for launch this fall.

Plans are also being formalized for a Welcome Center improvement initiative that will serve as the foundation for fundraising efforts beginning later this summer. These improvements are intended to enhance the visitor experience while preserving and strengthening this important community asset.

Finally, the Village of Barneveld officially approved a room tax ordinance on June 1, along with an intergovernmental agreement establishing a joint tourism marketing zone and tourism commission with the Village of Mount Horeb. The Mount Horeb Area Chamber of Commerce has been designated as the marketing organization and looks forward to working collaboratively with both communities to support regional tourism promotion and development.



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Chamber Report

JULY 2026

The Chamber has entered its busiest event season of the year, with the majority of our annual programs taking place between July and October. Preparations are underway for Art Fair, the Chamber Golf Outing, Witches' Night Out, Fall Village Market, and the Fall Village-Wide Garage Sales, all of which play an important role in driving visitation, supporting local businesses, and showcasing the community.

The Chamber is also working closely with Tyrol Basin to support the transition of the Thirsty Troll Brew Fest under its new ownership. The event will take place on August 29 and will feature several new offerings, including lower-priced ticket options for music-only admission and limited sampling, as well as a volleyball tournament intended to broaden participation and attract new audiences.

Planning also continues for improvements to the Welcome Center facility. Chamber staff are actively exploring options to address several maintenance and repair needs, including a siding replacement project that must be completed before the end of 2026 to satisfy grant requirements. These improvements remain an important priority as the Chamber works to preserve and enhance this key visitor-facing asset.

The Tourism Commission is scheduled to meet in August to discuss implementation details related to the expansion of the tourism zone to include Barneveld beginning in 2027. This effort follows the approval of Barneveld's room tax ordinance and intergovernmental agreement earlier this summer and represents an important step in strengthening regional tourism collaboration.

Looking ahead, the Chamber plans to reconvene the Community Coalition this fall following the arrival of Gabe Altenbernd in his new role as Village Administrator. In addition, the Business Advocacy Committee is working with Chamber leadership on plans for a Village Board meet-and-greet event designed to strengthen communication and collaboration between local businesses and community leaders.

Strategic Focus Areas For Mount Horeb CDA											CDA Prioritization
1	Lukken Property Development	*this project follows Comprehensive Plan									
		CDA - First stop for approvals (development agreement, design review, incentives)									
		CDA - Host public input/open house on design									
		CDA - Review future land use map for next opportunities to leverage increased infrastructure capacity									
2	Downtown Development/Redevelopment	*this work aligns with Downtown Redevelopment Plan									
		CDA - Discuss amendment to TID 5 to allow contribution to the CDA									
		CDA - Review/explore residential and commercial development west of downtown									
		Leverage Military Ridge Trail as connector to downtown									
		Add bike parking/shelter									
		Connection to Main Street									
		Paving and lighting the trail									
		Public space at depot building (use, management, programming)									
		Discuss with DNR broader plan for parking adjacent to MRT and connection to Grandma Foster Park									
		Residential development around trail, w/engagement of Grandma Foster Park									
		CDA - Continue to assess parking needs downtown, and possible future additional parking options									
		CDA - Discuss support for existing businesses - what does that look like from the Village?									
3	Future Business Park	*this work aligns with Comprehensive Plan									
		Staff - Provide update on current status									
		CDA - Strategize future direction, approach to business types, etc.									
4	North Cape Commons	*this work considers future development potential in light of TID 3 closure									
		Staff to explore owner's desire for future potential zoning change to facilitate more appropriate business interest									



AGENDA ITEM REPORT

MEETING DATE

July 8, 2026

PREPARED BY

AGENDA ITEM # 4.c

Downtown Alley Activation & Connectivity Project

BACKGROUND

This concept came out of the Chamber's Business Advocacy Committee

RECOMMENDATION

ATTACHMENTS

1. Downtown Alley Activation & Connectivity Project

Concept Proposal: Downtown Alley Activation & Connectivity Project

Connecting Main Street to Public Parking Through Lighting, Wayfinding & Placemaking



Mount Horeb’s downtown public parking areas are already conveniently located behind Main Street businesses — but many visitors don’t realize how accessible they are because the connecting alleyways feel dark, hidden, and uninviting.

This proposal recommends investing approximately \$5,000 into a simple but high-impact placemaking project focused on improving the alley connection between Main Street and public parking areas.

Rather than functioning only as a service corridor, the alley could become a welcoming pedestrian connection that encourages visitors to comfortably park once and explore more businesses downtown on foot.

Proposed Improvements

The project would focus on affordable, highly visible enhancements including:

- Café/string lighting overhead to improve visibility and atmosphere
- Decorative sidewalk graphics and painted wayfinding elements directing visitors toward parking and Main Street
- Simple branded signage such as:
 - “Public Parking This Way”
 - “Walk This Way”
 - “Explore Downtown”
- Possible partnership opportunities with local artists/designers for future phases

Why This Matters

Many downtown visitors instinctively seek curbside parking directly on Main Street, even when larger public parking lots are nearby and underutilized. Improving the pedestrian experience between parking areas and downtown storefronts helps:

- Increase visitor comfort and perception of safety
- Encourage better use of existing public parking
- Improve pedestrian flow during events and peak tourism weekends
- Increase visibility and foot traffic for businesses located farther from Main Street corners
- Create a more memorable and photo-friendly visitor experience
- Reinforce Mount Horeb's identity as a welcoming, walkable destination community

This type of small-scale activation is increasingly common in successful downtown districts because it creates a stronger sense of place while maximizing infrastructure that already exists.

Long-Term Potential

This project could serve as a pilot for additional downtown alley activation efforts in the future, including public art, seasonal lighting, interactive visitor experiences, or expanded pedestrian connections between parking areas and downtown businesses.

With relatively limited investment, the alley can transition from a forgotten pass-through space into a welcoming downtown feature that supports both visitors and local businesses.