

TOWN OF HOLLAND BOARD OF SUPERVISORS  
OFFICIAL PROCEEDINGS OF THE MONTHLY MEETING  
HOLLAND TOWN HALL, W3005 COUNTY ROAD G, CEDAR GROVE, WI 53013  
Monday, May 12, 2025 6:30pm

1. Call to order:  
Town Chair David Huenink called to order the Board of Supervisors monthly meeting at 6:33pm.
2. Pledge of Allegiance:  
Town Chair David Huenink led attendees in the Pledge of Allegiance.
3. Certify Open Meetings Law has been met:  
Clerk-Treasurer Janelle Kaiser certified that the requirements of the Wisconsin Open Meeting Law had been met. The agenda for this meeting was posted at the Holland Town Hall and on the Town's website at [www.townofholland.com](http://www.townofholland.com) on May 7, 2025.
4. Roll call:
  - a. Members Present: Town Chairman David Huenink, Town Supervisors Kelly Caswell, Douglas Hamilton, Brody Stapel, and Stanley Lammers.
  - b. Members Absent: None.
  - c. Others Present: Town Clerk-Treasurer and Zoning Administrator Janelle Kaiser.
  - d. Members of the public that signed in: Phil Marr, Gretchen Petraske, Sara Cherny, Michael Cherny, Ann Bachrach, Greg Bachrach, Cyndy Verhagen, Diane Stuart, Joel Daane, Jane Dederling, Jeff Ray, Jim Testroote, Lori Testroote, Judy Britton, David Valenti, Scott Siemon, Amy Scott, William Bannier, Christy Smith, John Dallman, Barb Dallman, Dana Mueller, Nancy Patek, and Diane Holstrom-Meisser.
5. Adopt agenda as official order of business:  
Motion by Lammers, seconded by Stapel, to adopt the agenda for the May 12, 2025 board meeting as presented during the May 12, 2025 board meeting; the motion carried by unanimous voice vote.
6. Minutes of previous meetings addressed for approval:  
Motion by Hamilton, seconded by Caswell, to approve the minutes from the April 14, 2025 board meeting as presented during the May 12, 2025 meeting; the motion carried by unanimous voice vote.
7. Record retention certification:  
Clerk-Treasurer Janelle Kaiser certified that everything is up to date.
8. Information exchange with Sheboygan County Sheriff's Department:  
Sheboygan County Sheriff Matthew Spence was present to exchange information with the Town Board and the public. Sheriff Spence provided a report to the Town Board which

documented the category and quantities of Town of Holland incidents responded to by the sheriff's department in 2024. He also reported:

- a. The sheriff's department will be focused on verifying that establishments holding liquor licenses do not serve to minors, and that the municipality will receive a letter if they do.
- b. Construction on State Highway 32 may cause increased traffic and speeds on local roads. The sheriff's department can provide assistance if issues arise.

Topics of discussion with the public included low flying aircraft, motorized vehicles on the beach, the department's presence at the Town recycling center, and a report of speeding issues on Dewitt Road.

9. Status of appeal to circuit court of the Holland Board of Appeals decision regarding N2047 Pine Beach Road South:

Chair Huenink presented the following status:

The Board of Appeals (BOA) decision dated 12/18/2024 reversed the Town Attorney's, Town Board's, and Town Plan Commission's interpretation of the Zoning Ordinance regarding the proposed use of the AO property at N2047 Pine Beach Rd South. The appeal to circuit court is proceeding through the court process; an oral ruling has been re-scheduled for June 27, 2025 at 10:00am.

10. Public Input:

Chair Huenink announced that comments from the public may be limited to three minutes per person, with a total public comment period that may be limited to sixty minutes.

- a. Chair Huenink provided the following information as follow-up to questions from the public at prior meetings:
  - i. The Town does not define commercial building anywhere in its code of ordinances, but the Town's website does reference a brochure which provides a description of buildings that must comply with commercial building code from the State of Wisconsin Department of Safety and Professional Services (WI DSPS). The intent of referencing the information in the brochure is to assist people that need to obtain permits from the state for a commercial building. The Town intends to remove that description from its website to avoid further confusion but will delay removal until after the aforementioned oral ruling, currently scheduled for June 27, 2025.
  - ii. The Town's sign ordinance addresses illumination. Illumination is permitted, but the light shall not be projected toward or onto property located in residential districts or onto public streets, and such illumination shall be indirect and the source of light shall not be exposed when located in a residential district. Signs in residential zoning can be illuminated, but Chair Huenink does not think that neon signs would be allowed in a residential district, whereas the neon bulb is the light source, of which source cannot be projected beyond a property boundary.

For the purpose of clarifying the subject of the below comments, let these minutes show that the following public comments pertain to matters relating to the appeal to circuit court of the Holland BOA decision dated December 18, 2024 regarding N2047

Pine Beach Road South.

- b. Larry Britton provided an open records request to all members of the Town Board and Clerk/Treasurer Kaiser. He requested that the Town Board obtain budgets for legal services expected to be performed throughout the appeal process.

Larry also commented that:

- i. He has been trying to get the Town Board to reconsider their position on the improper granting of the AO permit for the last 14 months. The Town Board voluntarily entered into a lawsuit that was AO versus the BOA; there was no reason or necessity for it.
  - ii. The Town Board has allotted \$40-50,000 for legal fees, of which the majority is including the issue in the writ of certiorari. As a taxpayer, and on behalf of 220 residents and taxpayers, they have a right to have an accounting to know how much money has been spent, how much money has been billed, how much is the work in progress, and the amount of the budget from the decision in the writ through the appeal process including the filing, response, briefing and oral argument of the appeal. The appeal will take 18-24 months after June, assuming the decision is made in June.
  - iii. The BOA was created by the Town Board. The members were appointed and trained by Chair Huenink or the Town Board. It is appalling and vindictive that a member of the BOA that served for 14 years was not given the opportunity to renew, but instead he got a letter from Chair Huenink stating that he was terminated and being replaced with an alternate that was appointed a couple of years ago. That member happened to be the one to reverse the Town Board's decision and that is abuse of power. Ken Tyler was not asked to renew the membership, and that was wrong.
- c. Chair Huenink said that former BOA member Ken Tyler was not terminated, rather, his term expired and he was not appointed for another term.
- d. Julie Kuether asked whether Chair Huenink is related to Town Building Inspector Tom Huenink. Chair Huenink replied that there is no known relation, but it is possible that they are related by a distant relative.
- e. Scott Siemon commented that the Town Board is a legislative body that sets the zoning rules and therefore created the law in the case at hand. He said that he doesn't understand why the Town Board is not trying to protect the citizens and their interests by considering changes that would prevent non-compatible uses from proliferating in the future. He inquired why the members of the Town Board support this.
- f. Chair Huenink commented that the Town Board must follow Town Code and all other applicable regulations, such as county, state, and federal laws, as well as case law. He said that the law could be changed to regulate the use of property proposed by AO at N2047 Pine Beach Road South. The Town Board did not adopt an ordinance that was previously drafted and proposed, of which ordinance would have regulated hospitality services as a conditional use, at the urging of the public, with many expressing opposition to the ordinance. The Town Board may consider future ordinance amendments that could regulate this use.
- g. Julie Kuether inquired about whether the public has any input about proposed

- ordinance amendments. Chair Huenink explained the public hearing process for zoning ordinance amendments.
- h. Mike Van Eerden said that he has a hard time understanding why the Town Board would join a suit against the BOA. This creates a division and should have been left to be determined by the courts.
  - i. David Valenti said that the Town's enabling ordinance allows the BOA to interpret the Town's zoning ordinance and disputes over interpretations of that ordinance. The Town Board wrote the enabling language and it is clear that the BOA has that authority, and now that the BOA has made a decision that the Town Board doesn't agree with, the Town Board decided to intervene against all of the citizens of the Town. It is completely inappropriate and the Town Board has not told anyone why they decided to intervene. David speculated that it is out of spite.
  - j. Supervisor Caswell asked whether the Town Board would be able to explain the reason why the Town Board intervened in the case. Chair Huenink said that after the court case has concluded, including appeals, that the Town Board would be able to speak more freely on that topic.
  - k. Amy Scott presented three wishes, to include receipt of the Town Board explanation of why they have chosen to intervene in the lawsuit filed by AO, for the Town Board to fund the intervention in the case themselves rather than using taxpayer dollars should they choose to proceed, for the Town Board to stand down.
  - l. Michael Cherny said that his first instinct is that this is utterly ridiculous. His field of work concentrates on measuring sentiment and related analytics. He created a sentiment score based on previous board meeting minutes and reached a score of 0.1. Michael commented that nobody here wants AO to have this property in this residential area where they are doing commercial work, and the Town Board is taking action to go against the wishes of everyone as elected officials, costing taxpayer dollars and individual time. He said that it is completely voluntary for the Town Board to intervene in the lawsuit, the Board of Appeals is necessary and should be supported by the Town Board and it seems like AO is putting money in the Town Board's pocket to take these actions. Michael commented that open records request for emails and text messages can be submitted to find out the intentions of the Town Board.
  - m. Larry Britton assured the Town Board that this will be appealed by one side or the other if there is a ruling in June, and it will take another two years to conclude this matter, regardless of who wins, if the Town Board continues. The only way the Town Board gets out of the case is by withdrawing; they do not have to be in this case and continue spending taxpayer dollars.
  - n. Barb Dallman said that long before this went to court, the public has been asking why they went against the BOA. There has never been an explanation, and now the Town Board is not commenting because the matter is in court.
  - o. Julie Kuether asked whether the Town Board is concerned about what intervening in the case will cost taxpayers, mentioning a recent amendment to increase the budget for professional legal services expenses. She asked whether there is any possibility that the Town Board will back off from the case knowing what the citizens are going through.

- p. Chair Huenink described some of the recent professional legal services expenses incurred by the Town, many of which are not attributable to the Town Board's intervention in the case.
- q. Larry Britton disagreed with Chair Huenink's previous comment, saying that the Town Board could have reversed their previous decision and could now reverse their decision to intervene. He requested that the Town provide what their budget for professional legal services was prior to the 2025 budget amendment approved earlier this year. He also said that the Town Board should have disclosed their rationale for intervening in the case before the motion to intervene was filed.
- r. Diane Holstrom-Meisser commented:
  - i. That Clerk/Treasurer Janelle Kaiser could look up previous budget amounts on her computer right now.
  - ii. About how the imposition of corporate culture on neighborhoods will be prevented in the future.
  - iii. In the case of the AO, and in the case of a recent exterior lighting matter at W2730 County Road A South, the Town Board is siding with the money over the constituents.
  - iv. On the Town's long-range plan with respect to the Town's vision, saying that goals of the comprehensive plan are not necessarily black and white, they are subjective, one of which is to "...preserve rural character as defined by scenic beauty, a variety of landscapes..."
  - v. That the Town Board has ruined the lakeshore with the AO property, though it passed muster with regulations, and asked how much money the Town Board needs; the Town Board can't keep doing this to its citizens and must think of the Town's goals.
  - vi. That the AO property is a huge mistake and cannot happen again; it does not belong in that neighborhood or meet the Town's goals of scenic beauty and serenity. It is used solely for commercial purposes.
  - vii. That she will be sending two complaints to the state, one for AO for imposing their corporate culture on the neighborhood, and the other is against this governmental agency for not siding with its people.
- s. Chair Huenink reported that the original 2025 budget included a budget amount for professional legal services that was \$15,000.
- t. Larry Britton asked what the Town will do when they run out of money.
- u. Michael Van Eerden inquired about whether the Town carries professional liability insurance that would apply to this claim. Chair Huenink briefly explained what insurance coverage the Town has.
- v. Larry Britton said that there is insurance coverage for the BOA's defense in this case, but not for the Town Board's motion to intervene in the case. He asked whether the Town Board has ever requested a budget for future legal services in this case. He encouraged that the Town do so.
- w. Chair Huenink replied that the Town has not requested a written budgeted dollar amount for future legal services in this case.
- x. Amy Scott asked where the additional budgeted amount for legal services was pulled from.

- y. Chair Huenink explained that there were several budget amendments made in 2025, one of which included a change to the budgeted amount for legal services, and that there are funds available in the Town's undesignated reserve.
- z. Larry Britton asked whether the Town needs to have a special finance committee to amend the Town's budget. He requested that the Town give notice if future budget amendments to increase the budget for legal services are proposed.
- aa. Chair Huenink replied that the Town Board Administration and Finance Committee generally meets to discuss budget planning or amendments, but the Town Board adopts the budget or budget amendments.
- bb. Mike Van Eerden said that if the Town Board hadn't sided with AO, there wouldn't be a need to increase the budget for professional legal services.
- cc. Jane Dederling inquired about the allowed use of the property at N2047 Pine Beach Road South and whether they could be issued an occupancy permit.
- dd. Chair Huenink replied that they could obtain an occupancy permit, however, they cannot currently use the property for the use that is specifically stipulated by the BOA's decision dated December 18, 2024.
- ee. Ann Bachrach wants construction at N2047 Pine Beach Road South to conclude. She said that her life has been horrendously affected by the construction, with her home filthy due to the amount of traffic on the road. She inquired about a legitimate timeline for the construction phase. Ann stated that AO agreed to repair the road once construction concluded, but they need to fix the road now. AO won't talk to them anymore; all AO will say is that they need to talk to AO's legal counsel. They need to be held accountable for how they are maintaining the property.
- ff. Chair Huenink explained the building permit expiration timelines per Town ordinance.
- gg. Diane Holstrom-Meisser said that she has talked to a lot of people and they are not happy that the Town Board is spending their money for this problem. She asked whether it matters to the Town Board.
- hh. Larry Britton requested that the agenda item for status of the appeal to circuit court of the Holland BOA decision dated December 18, 2024 regarding N2047 Pine Beach Road South and an item for public input be placed last on the agenda so that those who are present for other items on the agenda do not have to wait as long for those items to be addressed.

11. Financial/Treasurer's report:

Motion by Lammers, seconded by Caswell, to approve the April 2025 financial/treasurer's report as presented during the May 12, 2025 board meeting; the motion carried by unanimous voice vote.

12. Approval of vouchers:

Motion by Stapel, seconded by Lammers, to approve the May 12, 2025 voucher listing as modified during the May 12, 2025 board meeting, to add a payment in the amount of \$31,156.45 to the Village of Cedar Grove for first quarter Cedar Grove Fire Department expenses and per diem payments to Holland Town Board members that reported attendance at one or more eligible meetings since the April 14, 2025 board meeting. The

motion includes authorization to pay the April 2025 invoice from Harter's Lakeside Disposal upon approval by Supervisor Hamilton. The motion carried by unanimous voice vote.

13. Accounts receivable:

None.

14. Plan Commission recommendations:

a. Request by Joel Daane for a minor land division on DeMaster Road at parcel 59006063280:

Motion by Stapel, seconded by Lammers, to accept the recommendation of the Holland Plan Commission and approve the request by Joel Daane for a minor land division as shown on the certified survey map submitted with the application, contingent upon:

- i. Receipt of a signed and recordable certified survey map that matches the draft map submitted with the application to include required language per Holland Town Code Chapter 220-15F.
- ii. Village of Oostburg approval of the certified survey map, and upon that certified survey map being approved and executed by Sheboygan County.

The motion carried by unanimous roll call vote. Kelly Caswell: Yes; Douglas Hamilton: Yes; David Huenink: Yes; Stanley Lammers: Yes; Brody Stapel: Yes.

15. Salvation Army Town Hall Rental Fee Waiver on July 12, 2025:

Motion by Stapel, seconded by Lammers, to waive the Town Hall rental fee for the Salvation Army Salvation Bike Ride on July 12, 2025; the fee waiver includes a requirement for the Salvation Army representatives to post signage at the Town Hall requiring riders to remove bike shoes prior to entering the Town Hall. The motion carried by unanimous voice vote.

16. Appoint salary committee for elected officials:

No action taken.

17. Resolution 2025-04 Setting Fees (Town fee schedule):

Motion by Caswell, seconded by Lammers, to adopt Town of Holland Resolution 2025-04, Resolution Setting Fees, which amends the Town Fee Schedule as modified during the May 12, 2025 Town Board meeting to include the following fee changes:

- a. Update fee amount for administrative commercial building permits to \$40.00.
- b. Add electrical permit fee for new, replacement, or upgrade of solar and wind energy systems to \$200.00, with a building inspector compensation amount of \$50.00 per inspection to include mileage at \$0.25 per mile and \$20.00 for permit administration.

The motion carried by unanimous roll call vote.

18. Discussion of possible future lighting and noise ordinance:

The Town Board discussed possible future amendments to the Town's nuisance ordinance to include lighting and noise regulations. No action taken.



19. Initial review of alcohol beverage retail license applications:

- a. Cedar Grove Oasis at N905 Sauk Trail Road for a Class A Combination License:  
No application submitted as of May 12, 2025.
- b. Holland Landscape supply at W1901 Smies Road for a Class A Combination License:  
No application submitted as of May 12, 2025.
- c. Mirror Bar at W4254 County Road K for a Class B Combination License.  
The Town Board performed an initial review of application documents submitted by Mirror Bar.
- d. Blue Barn on the Green at W1841 Cole Road for a Class B Combination Reserve License.  
The Town Board performed an initial review of application documents submitted by Blue Barn on the Green.

20. Village of Oostburg annexation of parcel 59006060482:

The Town Board reviewed annexation documents for parcel 59006060482; the parcel is expected to be annexed from the Town of Holland to the Village of Oostburg. The annexation is currently under review by the Wisconsin Department of Administration Municipal Boundary Review Department.

21. Ongoing Issues:

- a. Previous request by Brian Bruggink of Brian J and Julie K Bruggink Living Trust for a minor land division and rezonings of parcel 59006060331 on DeMaster Road and parcel 59006063682 on Kappers Road:  
Supervisor Lammers contacted Sheboygan County to inquire about alternative solutions and options for the culvert as discussed during the April 14, 2025 board meeting. Members of the Town Board will meet with Brian after further consultation with Sheboygan County.
- b. Drainage issues reported at N960 Sauk Trail Road:  
The Town Board discussed drainage along Sauk Trail Road in the area near N960 Sauk Trail Road and the nearby culvert, as well as a hydraulic flow study of the culvert that was performed by Sheboygan County in 2021, with Jim Testroote. The existing culvert is a slightly undersized to handle a 25-year flood, but the Town Board reached consensus that a culvert replacement to increase its size would not address the current drainage issues reported at N960 Sauk Trail Road.
- c. Managing short-term rentals and licenses.  
A report detailing short-term rental licenses and certain short-term rental activity was provided to the Town Board in the May 12, 2025 board meeting packet. Clerk-Treasurer Kaiser reported that two complaints have been received about the property at N2211 N Pine Beach Road, as mentioned during the April 14, 2025 board meeting. The complaints assert that tenants at the short-term rental property trespassed on nearby private property in order to access Lake Michigan. The Town Board briefly discussed possible methods of informing short-term rental license holders that they should provide information to their tenants about proper conduct



as it pertains to private beach property as a best practice and agreed that a statement could be added to the license document which recommends that practice. It was also acknowledged that the Sheboygan County Sheriff should be contacted to report instances of trespassing. Clerk-Treasurer Kaiser will send a letter to the property owner of N2211 N Pine Beach Road as well as each of the complainants. The complaints will be filed within the short-term rental record for the property at N2211 N Pine Beach Road.

- d. Expansion of Town road right-of-way to include land purchases on Gibbons Road:  
The Town Board reached consensus not to pursue purchases of land along certain sections of Gibbons Road to expand the right-of-way at this time.
- e. Required setback for high voltage electric transmission lines from dwellings:  
Supervisor Caswell reported research and review of municipal ordinances related to this topic; further research is needed.
- f. Possible ordinance violation at W3070 Hoitink Road.  
Nothing to report at this time.
- g. Signage, barricades, and conduct at walk-in access to Lake Michigan locations.  
Nothing to report at this time.

## 22. Committee, Clerk-Treasurer, & Chair reports:

- a. Administration and Finance:  
Nothing to report at this time.
- b. Parks and Property:
  - i. Town Hall audio visual systems and related purchases:  
Supervisor Hamilton reported that upgrades to the Town Hall's audio-visual system were installed prior to the May 12, 2025 board meeting to include the addition of a microphone, microphone stand, and television.
- c. Public Safety:
  - i. Town of Wilson membership in Oostburg Fire Partners:  
A draft termination agreement to address the Town of Wilson's membership in Oostburg Fire Partners was included in the May 12, 2025 meeting packet. Chair Huenink explained some of the items listed in the agreement and asked the board to provide any suggestions or changes.  
Chair Huenink reported that an old fire Cedar Grove Fire Department fire truck was donated to assist with hurricane restoration efforts in North Carolina or Kentucky as agreed upon by the Town of Holland and the Village of Cedar Grove.
- d. Roads:
  - i. Hoitink Road closure on June 21, 2025 for Breakfast on the Farm:  
Motion by Lammers, seconded by Caswell, to authorize a temporary road

closure of Hoitink Road between W3653 Hoitink Road to Rauwerdink Road on June 21, 2025 from 4:00am until 1:00pm; motion carried by unanimous voice vote.

A monthly roads report was provided to the Town Board by Director of Public Works and Property Nate Voskuil via email prior to the May 12, 2025 board meeting.

e. Onion River Solar Joint Development Agreement Committee:

The committee met on May 5, 2025 to discuss to management strategies for noxious weeds and vegetation at the Onion River Solar utility with employees of Alliant Energy.

f. Clerk-Treasurer:

Clerk-Treasurer Kaiser reported that the Holland Board of Review will meeting on Monday, June 9, 2025 at 6:15pm to adjourn to a later date, as the 2025 assessment roll is not complete. The Monday, June 9, 2025 Town Board meeting will start at the usual time of 6:30pm.

g. Chair:

Chair Huenink reported:

- i. County Road A from County Road GW to State Highway 57 will be closed for a few days in 2025 for pulverizing and paving. County Road G will be chip sealed from County Road KW to County Road CC.
- ii. Sheboygan County has resumed performing crack filling services.
- iii. Sheboygan County has created a wild parsnip control plan.
- iv. The Office of the Commissioner of Railroads requires a 330-foot vision triangle at each railroad crossing.
- v. The Wisconsin Department of Transportation must approve local road improvement project notices seven days prior to being published by the local municipality.
- vi. Items learned at Wisconsin Towns Association Roads School:
  1. A right-of-way permit policy was shared at the that the Town may consider implementing.
  2. Property owners are required to remove obstructions from a natural water course within six days per Wis. Stats. 88.90. If not removed, the property may be accessed to remove the obstruction.
- vii. Items donated by the Town of Holland to the Wisconsin Towns Association Roads School auction were sold for \$175.
- viii. Bertram Communications of Random Lake recently purchased the former downtown Sheboygan US Bank for \$1.16 million dollars.

Chair Huenink asked if any members of the Town Board would be willing to be listed on a call tree for Town Hall rental issues. All members of the Town Board agreed to participate.

23. Public Input:

None.

24. Correspondence:

All relevant correspondence was included in the May board meeting packet or was previously sent to Town Board members by email.

25. Adjourn:

Motion by Lammers, seconded by Caswell, to adjourn the meeting at 9:43pm; the motion carried by unanimous voice vote.

Respectfully submitted,  
Janelle Kaiser, Clerk-Treasurer  
Town of Holland, Sheboygan County, Wisconsin