

David DeGroot, Village President
David Karas, Trustee
Nancy Washburn, Trustee
Denise Anastasio, Trustee
Ram Bhatia, Trustee
Jim Venturini, Trustee
Gina Cefalu Paulick, Trustee

VILLAGE BOARD AGENDA

March 9, 2026

6:00 PM

Village Hall - Ebe Auditorium

8811 Campus Drive

Mount Pleasant WI 53406

A. CALL TO ORDER

B. ROLL CALL

C. PLEDGE OF ALLEGIANCE

D. PRESENTATION

1. Introduction of the New Assistant Fire Chief - Anthony Soler

E. PUBLIC COMMENT

Members of the public are welcome to provide comments on any matter. Please fill out a comment form, and the President will recognize you. Use the microphone and state your name and address for the public record. Comments are limited to three minutes.

F. CONSENT AGENDA

Items listed under consent agenda will be approved in one motion without discussion unless any board member requests that an item be removed for individual discussion. That item can then be considered at an appropriate time during the Village Board's regular order of business or under New Business.

1. Approval of the February 23, 2026 Village Board Meeting Minutes

[Village Board of Mount Pleasant Official Proceeding 022326.pdf](#)

2. Approval of February 23, 2026 Special Village Board Meeting Minutes

[Village Board of Mount Pleasant Official Proceeding 022326 Special.docx](#)

3. Finance Report: Check Registry 02/01/2026 - 02/28/2026

[Check Registry 2-01-26 Thru 2-28-26.pdf](#)

4. Approval of Resolution 04-2026: Abandonment of Common Easement for Ingress and Egress at 306 and 442 Stuart Road

[RESOLUTION 04-2026 ABANDONMENT OF COMMON EASEMENT FOR INGRESS AND EGRESS AT 306](#)

[AND 442 STUART ROAD](#)

[PLAT OF SURVEY](#)

[LEGAL DESCRIPTION](#)

5. Approval of factual findings related to New Age Massage LLC revocation hearing

[Factual Findings, Conclusions of Law and Decision 3.5.26.docx](#)

6. Approval of Adopting a Social Media Policy

[Social Media Policy Executive Summary.pdf](#)

[Social Media Policy.pdf](#)

G. NEW BUSINESS

FINANCE/CLERK-TREASURER - TRUSTEE ANASTASIO

COMMUNITY DEVELOPMENT - TRUTEE BHATIA

PUBLIC WORKS - TRUSTEE WASHBURN

PUBLIC SAFETY - TRUSTEE DOCKSEY

HUMAN RESOURCES - TRUSTEE WASHBURN

TOURISM - TRUSTEE VENTURINI

H. REPORTS

Village Administrator

Village Staff

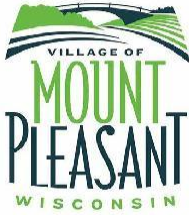
Village Trustees

Village President

I. CLOSED SESSION

J. ADJOURN

Requests for persons with disabilities who need assistance to participate in this meeting or hearing should be made to the Village Administrator or Village Clerk's Office at (262) 664-7800 with as much advance notice as possible.



VILLAGE BOARD MEETING MINUTES

February 23, 2026 at 6:00 PM
Village Hall
8811 Campus Drive
Mount Pleasant WI 53406

Staff Present: Village Administrator Tami Simons, Deputy Administrator Patrick Brever, Attorney Chris Smith, Public Works Director Tony Beyer, Community Development Director Sam Schultz, Communications Director Sean Ryan, Finance Director Kathy Kasper, Human Resources Director Mary Cole, Mount Pleasant Police Chief Robert Botsch, South Shore Fire Chief Dustin Ellis, Village Treasurer Brandi Baker, and Village Clerk Jill Firkus.

A. CALL TO ORDER

President DeGroot called the meeting to order at 6:00 PM

B. ROLL CALL

Present: Village President David DeGroot, Trustee David Karas, Trustee Nancy Washburn, Trustee Denise Anastasio, Trustee Jim Venturini and Trustee Gina Cefalu Paulick.

Excused: Trustee Ram Bhatia

Village Administrator Tami Simons, Deputy Administrator Patrick Brever, Attorney Chris Smith, Public Works Director Tony Beyer, Community Development Director Sam Schultz, Communications Director Sean Ryan, Finance Director Kathy Kasper, Human Resources Director Mary Cole, Mount Pleasant Police Chief Robert Botsch, South Shore Fire Chief Dustin Ellis, Village Treasurer Brandi Baker, and Village Clerk Jill Firkus.

C. PLEDGE OF ALLEGIANCE

D. PRESENTATION

E. PUBLIC COMMENT

Members of the public are welcome to provide comments on any matter. Please fill out a comment form, and the President will recognize you. Use the microphone and state your name and address for the public record. Comments are limited to three minutes.

No Public Comment

F. CONSENT AGENDA

Items listed under consent agenda will be approved in one motion without discussion unless any board member requests that an item be removed for individual discussion. That item can then be considered at an appropriate time during the Village Board's regular order of business or under New Business.

Motion by Trustee Gina Cefalu Paulick to Approve items on the consent agenda as presented. Motion seconded by Trustee Venturini. On voice vote, motion Carried Unanimously.

F.1 Approval of February 9, 2026 Village Board Minutes

F.2 Approval of 2025 Forth Quarter Financials

F.3 Approval of a New Massage Establishment License Application for Third Eye Elevated Bodywork, LLC - Brittany Crosley

F.4 Approval of a Change of Agent at Pick N Save 891 located at 2820 S Green Bay Rd - Janice Spencer

F.5 1617-1619 Derby Avenue Condominium Plat; CP-26-01

G. NEW BUSINESS

FINANCE/CLERK-TREASURER - TRUSTEE ANASTASIO

Discussion and possible motion to approve Resolution 2-2026 Amending Resolution 18-2025 Adopting the 2026 Budget to reflect 2025 Encumbrances in the 2026 Budget

Motion by Trustee Anastasio to Approve Resolution 2-2026 Amending Resolution 18-2025 adopting the 2026 Budget to reflect 2025 encumbrances in the 2026 budget as presented. Motion seconded by Trustee Washburn. Roll Call vote, Trustee Anastasio – Aye, Trustee Cefalu-Paulick – Aye, Trustee Karas – Aye, Trustee Washburn – Aye, Trustee Venturini – Aye, President DeGroot – Aye. Motion Carried (6-0).

Discussion and possible motion to approve Resolution 3-2026 amending Resolution 23-2024 adopting the 2025 Budget for General Fund, Capital and Village Roads

Motion by Trustee Anastasio to Approve Resolution 3-2026 Amending Resolution 23-2024 adopting the 2025 Budget for General Fund, Capital and Village Roads as presented. Motion seconded by Trustee Washburn. Roll Call vote, Trustee Anastasio – Aye, Trustee Cefalu-Paulick – Aye, Trustee Karas – Aye, Trustee Washburn – Aye, Trustee Venturini – Aye, President DeGroot – Aye. Motion Carried (6-0).

COMMUNITY DEVELOPMENT - TRUTEE BHATIA

Public Hearing for Ordinance 17-2025 Amending the Village Code of Ordinances pertaining to Chapter 90-420.10 & 90-420.70

Sam Schultz, Director of Community Development reviewed Ordinance 17-2025 amending the Village Code of Ordinances pertaining to Chapter 90-420.10 and 90-420.70. President DeGroot opened the public hearing. There were No citizens wanting to speak on Ordinance 17-2025 and the public hearing was closed.

Discussion and possible motion to adopt Ordinance 17-2025: Amending Code of Ordinances, Village of Mount Pleasant, Wisconsin §§ 90-420.10 and 90-420.70

Motion by Trustee Washburn to Approve Ordinance 17-2025 amending the Village Code of Ordinances Chapter 90-420.10 and 90-420.70 as presented. Motion seconded by Trustee Anastasio. Roll Call vote, Trustee Anastasio – Aye, Trustee Cefalu-Paulick – Aye, Trustee Karas – Aye, Trustee Washburn – Aye, Trustee Venturini – Aye, President DeGroot – Aye. Motion Carried (6-0).

Public Hearing for Ordinance 19-2025 Amending the Village Code of Ordinances pertaining to Chapter 90-110.70 and Chapter 90-560.30 and Creating 90-110.75 Lot and Building Regulations for Twinhouse and Townhouse Buildings

Sam Schultz, Director of Community Development reviewed Ordinance 19-2025 amending the Village Code of Ordinances pertaining to Chapter 90-110.70 and 90-560.30 and creating 90-110.75 pertaining to Lot and Building Regulations for Twinhouse and Townhouse buildings. President DeGroot opened the public hearing. There were No citizens wanting to speak on Ordinance 19-2025 and the public hearing was closed.

Discussion and possible motion to adopt Ordinance 19-2025: Ordinance 19-2025: Amending Code of Ordinances, Village of Mount Pleasant, Wisconsin §§ 90-110.70 and 90-560.30 and Creating § 90-110.75 Lot and building regulations for twinhouse and townhouse buildings

Motion by Trustee Washburn to Approve Ordinance 19-2025 Amending the Code of Ordinances Chapter 90-110.70 and 90-560.30 and creating Chapter 90-110.75 pertaining to Lot and Building Regulations for Twinhouse and Townhouse Buildings as presented. Motion seconded by Trustee Karas. Roll Call vote, Trustee Anastasio – Aye, Trustee Cefalu-Paulick – Aye, Trustee Karas – Aye, Trustee Washburn – Aye, Trustee Venturini – Aye, President DeGroot – Aye. Motion Carried (6-0).

PUBLIC WORKS - TRUSTEE WASHBURN

PUBLIC SAFETY - TRUSTEE DOCKSEY

HUMAN RESOURCES - TRUSTEE WASHBURN

TOURISM - TRUSTEE VENTURINI

H. REPORTS

Village Administrator

Village Staff Village

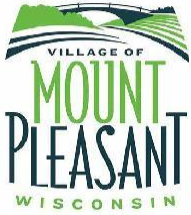
Trustees Village

President

I. CLOSED SESSION

J. ADJOURN

Motion by Trustee Anastasio to Adjourn at 6:37pm. Motion seconded by Trustee Venturini. On voice vote, motion Carried Unanimously.



VILLAGE BOARD MEETING MINUTES

February 23, 2026 at 9:30 AM
Village Hall
8811 Campus Drive
Mount Pleasant WI 53406

A. CALL TO ORDER

President DeGroot called the meeting to order at 9:33am.

B. ROLL CALL

Present: Village President David DeGroot, Trustee David Karas, Trustee Nancy Washburn, Trustee Denise Anastasio, Trustee Jim Venturini and Trustee Gina Cefalu Paulick.

Excused: Trustee Ram Bhatia

C. NEW BUSINESS

C.1 Revocation hearing pertaining to the Massage Establishment License regarding Shuling Zhao, licensee for New Age Massage located at 6233 Durand Avenue. The Village Board may enter closed session pursuant to Wis. Stats. §19.85(1)(a) to deliberate upon conclusion of the hearing to discuss its determinations and to reenter open session at the same place thereafter to act on such matters discussed therein as it deems appropriate.

Shuling Zhao appeared on behalf of New Age Massage, LLC, with Steven Jihn serving as interpreter. Attorney Nick Cerwin appeared on behalf of the Complainant. Attorney Matthew Nugent appeared to represent and advise the Village Board during the proceedings. Attorney Cerwin called Justine Justman and Cassandra Crawford as witnesses. Shuling Zhao did not call any witnesses. All individuals providing testimony were sworn in by Attorney Nugent.

Motion by Trustee Washburn to convene into closed session pursuant to Wis. Stats. §19.85(1)(a) to deliberate upon conclusion of the hearing to discuss its determinations. Motion seconded by Trustee Venturini. Roll Call Vote: Karas – Aye, Venturini – Aye, Washburn – Aye, Anastasio – Aye, Cefalu-Paulick – Aye, DeGroot – Aye. Motion Carried 6-0.

Motion by Trustee Washburn to Reconvene into open session to consider any motions on any of the matters discussed under the closed session listed above Motion seconded by Trustee Anastasio. On voice vote, motion Carried.

Motion by Trustee Gina Cefalu Paulick to Confirm the following factual findings based on evidence presented to the Village Board that New Age Massage LLC by and through its agent Shuling Zhao is in violation of State of Wisconsin Statute 460.145 by employing or contracting the services of an individual to provide massage therapy or bodywork therapy which is required to be licensed under Section 460-02 unless the individual is licensed under this chapter; that New Age Massage LLC by and through its agent Shuling Zhao is in violation of Wisconsin Code MTBT 5.02(10), 5.02(22), 5.02(27); that New Age Massage LLC by and through its agent Shuling Zhao is in violation of Mount Pleasant Municipal Code section 46-139(a)(1); that New Age Massage LLC by and through its agent Shuling Zhao provided a materially false statement in its application for a permit. Motion seconded by Trustee Venturini. Roll Call Vote: Karas – Aye, Venturini – Aye, Washburn – Aye, Anastasio – Aye, Cefalu-Paulick – Aye, DeGroot – Aye. Motion Carried 6-0.

Motion by Trustee Anastasio to Revoke the massage establishment license issued to New Age Massage, LLC effective immediately based on the factual findings made by the board and by the Village Boards authority under Mount Pleasant Municipal Code section 46-142(a)(1) and section 46-

142(a)(2) to revoke. Motion seconded by Trustee Washburn. Roll Call Vote: Karas – Aye, Venturini – Aye, Washburn – Aye, Anastasio – Aye, Cefalu-Paulick – Aye, DeGroot – Aye. Motion Carried 6-0.

D. ADJOURN

Motion by Trustee Washburn to Adjourn the meeting at 12:53pm. Motion seconded by Trustee Karas. On voice vote, motion Carried Unanimously.

CHECK REGISTER FOR VILLAGE OF MOUNT PLEASANT

CHECK DATE 02/01/2026 - 02/28/2026

Check Date	Check	Vendor	Vendor Name	Amount
Bank AP01 Johnson Bank				
02/06/2026	495(E)	10081	CONSERV FS, INC	6,781.54
02/06/2026	496(E)	10541	DIVERSIFIED BENEFIT SERVICES	1,763.47
02/06/2026	103353	16302	10-39 UPFITTERS	2,575.00
02/06/2026	103354	TAX REFUND	ACOSTA PAULO & HEIDI	2,147.72
02/06/2026	103355	15086	AIR ONE EQUIPMENT INC	3,443.00
02/06/2026	103356	10017	AIRGAS USA, LLC	2,581.20
02/06/2026	103357	14883	ALCIVIA	750.37
02/06/2026	103358	14659	APEX KEY & LOCK	192.50
02/06/2026	103359	10610	ASCENSION WI EMP SOLUTIONS	538.00
02/06/2026	103360	10647	AURORA HEALTH CARE	87.00
02/06/2026	103361	10037	BATTERIES PLUS LLC	156.95
02/06/2026	103362	14192	BIEBELS CLEANING SERVICES	9,504.45
02/06/2026	103363	TAX REFUND	BOSANEC MATTHEW & JESSICA	457.25
02/06/2026	103364	10058	CALEDONIA SEWER UTILITY DISTR	642.69
02/06/2026	103365	16573	CAPITAL DATA, INC	10,234.54
02/06/2026	103366	10063	CDW GOVERNMENT, INC.	8,876.46
02/06/2026	103367	TAX REFUND	CORELOGIC REFUNDS DEPT	2,506.56
02/06/2026	103368	TAX REFUND	CORELOGIC REFUNDS DEPT	8,222.51
02/06/2026	103369	TAX REFUND	DETERMAN THOMAS & JENNIFER	305.34
02/06/2026	103370	10101	DIGGERS HOTLINE INC	1,416.10
02/06/2026	103371	10541	DIVERSIFIED BENEFIT SERVICES	759.50
02/06/2026	103372	14617	DONOHUE & ASSOCIATES, INC	8,787.16
02/06/2026	103373	TAX REFUND	DRASEN KIM & DANIEL	133.79
02/06/2026	103374	10105	E-VERGENT.COM, LLC	425.00
02/06/2026	103375	10716	EAGLE MEDIA, INC	78.00
02/06/2026	103376	10110	EHLERS	4,545.17
02/06/2026	103377	13572	ENVIRONMENTAL PRODUCTS & ACCE	89.74
02/06/2026	103378	P&R REFUND	ESTIE MARNELL	100.00
02/06/2026	103379	10121	FASTENAL COMPANY	521.12
02/06/2026	103380	14210	FIRE SERVICE, INC	3,608.24
02/06/2026	103381	16563	FIRST DUE HOLDINGS INC	44,968.00
02/06/2026	103382	TAX REFUND	FISHBAIN ROSS & KARI	214.34
02/06/2026	103383	10137	FSCI	4,972.50
02/06/2026	103384	10143	GALLS, INC.	1,233.93
02/06/2026	103385	14199	GENERAL CODE, LLC	1,295.00
02/06/2026	103386	10156	GRAINGER INC.	1,870.62
02/06/2026	103387	TAX REFUND	HAHM DANIEL & HEIDI	214.14
02/06/2026	103388	10169	HASTINGS AIR-ENERGY CONTROL	5,301.56
02/06/2026	103389	TAX REFUND	HELLESEN BARBARA	450.75
02/06/2026	103390	10788	HERMAN PLUMBING LLC	270.00
02/06/2026	103391	10860	HILLER FORD, INC	3,217.91
02/06/2026	103392	16177	IMPERIAL DADE	709.69
02/06/2026	103393	10191	ITU ABSORBTECH, INC.	395.54
02/06/2026	103394	TAX REFUND	JACKSON PLACE CONDOS LLC	3,997.34
02/06/2026	103395	10205	JIM'S GARAGE DOOR SERVICE INC	468.00
02/06/2026	103396	16600	KIEFER, ALEXANDER K	545.00
02/06/2026	103397	TAX REFUND	KOERBER JENNIFER & RICKY	214.34
02/06/2026	103398	11032	LAKESIDE INTERNATIONAL, LLC	2,782.59
02/06/2026	103399	10221	LEAGUE OF WI MUNICIPALITIES	12,585.07
02/06/2026	103400	TAX REFUND	LEONARD KATHLEEN	107.67
02/06/2026	103401	15032	LIFE-ASSIST, INC	489.30
02/06/2026	103402	10233	LYONS TRUCK PARTS, INC	218.73
02/06/2026	103403	14627	MACQUEEN EQUIPMENT, LLC	479.00
02/06/2026	103404	TAX REFUND	MARINER HEIGHTS CONDOS LLC	63.03
02/06/2026	103405	13191	MATHESON TRI-GAS, INC	135.73
02/06/2026	103406	10249	MENARDS INC.	892.74
02/06/2026	103407	10361	MOTION & CONTROL ENTERPRISES	344.60
02/06/2026	103408	10271	NAPA AUTO PARTS	198.87
02/06/2026	103409	16596	NATIONAL TESTING NETWORK INC	3,699.56
02/06/2026	103410	16484	NEXT ELECTRIC	28,524.46
02/06/2026	103411	13614	OFFICE TECHNOLOGY GROUP INC.	2,250.24
02/06/2026	103412	TAX REFUND	PEDERSON ROBERT & HEIDI	182.94
02/06/2026	103413	10309	PORT-A-JOHN, INC.	309.00
02/06/2026	103414	10322	QUILL	658.66
02/06/2026	103415	10338	RACINE COUNTY TREASURER	2,969.97
02/06/2026	103416	10344	RACINE WATER UTILITY	485.30
02/06/2026	103417	10539	ROBERS, JENNIFER	541.70
02/06/2026	103418	TAX REFUND	SHAW FREDDIE	6,195.87
02/06/2026	103419	10381	SHERWIN INDUSTRIES, INC.	15,552.00
02/06/2026	103420	TAX REFUND	SINGH GURMINDER	186.12
02/06/2026	103421	11051	SMITH, R.A. INC	29,049.85

CHECK REGISTER FOR VILLAGE OF MOUNT PLEASANT

CHECK DATE 02/01/2026 - 02/28/2026

Check Date	Check	Vendor	Vendor Name	Amount
Bank AP01 Johnson Bank				
02/06/2026	103422	10398	SOUTHPORT ENGINEERED SYSTEMS	1,075.50
02/06/2026	103423	10935	STAPLES ADVANTAGE	147.98
02/06/2026	103424	10408	STREICHER'S INC.	66.99
02/06/2026	103425	14396	STURTEVANT SEWER UTILITY	298.96
02/06/2026	103426	10410	STURTEVANT, VILLAGE OF	5,092.74
02/06/2026	103427	16597	THOMAS J KERKMAN	443.58
02/06/2026	103428	10417	THOMPSON & ASSOC. WETLAND SRV	17,245.57
02/06/2026	103429	TAX REFUND	TRUST DIBLASE JASON & STACIE	214.34
02/06/2026	103430	14730	VERATHON INC	586.00
02/06/2026	103431	TAX REFUND	VORLOB LINDA	142.52
02/06/2026	103432	10456	WAUKESHA COUNTY TECH. COLLEGE	35.57
02/06/2026	103433	13578	WESOLOWSKI & REIDENBACH S.C.	2,950.00
02/06/2026	103434	10488	WILLKOMM, INC., JERRY	638.44
02/06/2026	103435	10085	WISCONSIN, STATE OF - COURT F	9,030.41
02/06/2026	103436	TAX REFUND	ZICCARELLI CONNIE	646.85
02/06/2026	103437	TAX REFUND	ZUNIGA JESUS & VIRGINIA	214.34
02/07/2026	494(A)	12406	TORRES, FRANCES	62.21
02/13/2026	497(E)	16189	COLUMN SOFTWARE PBC	49.37
02/13/2026	498(E)	10541	DIVERSIFIED BENEFIT SERVICES	12,604.68
02/13/2026	499(E)	12605	ELECTRONIC FEDERAL TAX PAYMEN	171,134.42
02/13/2026	500(E)	GREAT WEST	GREAT WEST FINANCIAL	35,002.55
02/13/2026	501(E)	10266	MT PLEASANT POLICE OFFICERS A	1,100.00
02/13/2026	502(E)	14994	MT PLEASANT SERGEANTS ASSOCIA	212.50
02/13/2026	503(E)	NATIONWIDE	NATIONWIDE	975.00
02/13/2026	504(E)	SSFD	SOUTH SHORE FIRE UNION	3,190.00
02/13/2026	505(E)	10482	WI SCTF	735.00
02/13/2026	506(E)	14209	WISCONSIN DEPARTMENT OF REVEN	28,768.75
02/13/2026	103438	16302	10-39 UPFITTERS	5,835.00
02/13/2026	103439	14421	ABRAHAM'S ON-SITE SHREDDING S	117.00
02/13/2026	103440	10017	AIRGAS USA, LLC	5,267.91
02/13/2026	103441	15236	BLUEGRASS SAMPLER	9,000.00
02/13/2026	103442	16603	Brian Warner	2,459.24
02/13/2026	103443	10060	CARGILL, INC.	76,744.86
02/13/2026	103444	TAX REFUND	COFFMAN, NATHANIEL & LAURA	304.69
02/13/2026	103445	TAX REFUND	CORELOGIC REFUNDS DEPT	24,573.91
02/13/2026	103446	TAX REFUND	CORELOGIC REFUNDS DEPT	23,716.13
02/13/2026	103447	10700	DANIELS SHARPSMART INC	168.43
02/13/2026	103448	10541	DIVERSIFIED BENEFIT SERVICES	819.58
02/13/2026	103449	15188	DOWNTOWN RACINE CORPORATION	3,000.00
02/13/2026	103450	TAX REFUND	EDUCATORS CREDIT UNION	5,640.61
02/13/2026	103451	10110	EHLERS	400.00
02/13/2026	103452	16186	EMS MANAGEMENT & CONSULTANTS	26,564.65
02/13/2026	103453	16278	FEDERAL SIGNAL CORPORATION	1,440.00
02/13/2026	103454	TAX REFUND	FIDELITY NATIONAL TITLE INS C	3,781.59
02/13/2026	103455	14210	FIRE SERVICE, INC	419.25
02/13/2026	103456	10137	FSCI	12,219.05
02/13/2026	103457	10143	GALLS, INC.	616.76
02/13/2026	103458	10144	GATEWAY TECHNICAL COLLEGE	0.14
02/13/2026	103459	16514	GILA LLC	180.00
02/13/2026	103460	TAX REFUND	GORELIK, JEFFERY & CLAUDIA	173.09
02/13/2026	103461	TAX REFUND	HARRIS TREVOR	312.12
02/13/2026	103462	TAX REFUND	HENNEGAN, SARAH	214.34
02/13/2026	103463	10788	HERMAN PLUMBING LLC	3,200.00
02/13/2026	103464	10807	HYATT REGENCY HOTEL	202.00
02/13/2026	103465	10188	IMAGE TREND, INC	956.13
02/13/2026	103466	16177	IMPERIAL DADE	166.88
02/13/2026	103467	12537	INSIDE THE TAPE, LLC	790.00
02/13/2026	103468	10191	ITU ABSORBTECH, INC.	321.78
02/13/2026	103469	12834	JOHNSON FITNESS & WELLNESS	1,615.00
02/13/2026	103470	TAX REFUND	KASPROWICZ WILLIAM & SCHULTZ	214.34
02/13/2026	103471	16598	KEMMEL, RON L.	2,550.00
02/13/2026	103472	TAX REFUND	KUJAWA, LEE & DIONNE	102.64
02/13/2026	103473	16601	LAFOUNTAIN, ELIJAH	375.00
02/13/2026	103474	11032	LAKESIDE INTERNATIONAL, LLC	114.88
02/13/2026	103475	14627	MACQUEEN EQUIPMENT, LLC	195.78
02/13/2026	103476	10249	MENARDS INC.	1,160.73
02/13/2026	103477	13614	OFFICE TECHNOLOGY GROUP INC.	1,302.24
02/13/2026	103478	10335	RACINE COUNTY PUBLIC WORKS	4,343.22
02/13/2026	103479	10338	RACINE COUNTY TREASURER	0.75
02/13/2026	103480	10342	RACINE UNIFIED SCHOOL DISTRIC	2.19
02/13/2026	103481	10830	RACINE WATER & WASTEWATER UTI	762,327.77

CHECK REGISTER FOR VILLAGE OF MOUNT PLEASANT

CHECK DATE 02/01/2026 - 02/28/2026

Check Date	Check	Vendor	Vendor Name	Amount
Bank AP01 Johnson Bank				
02/13/2026	103482	10344	RACINE WATER UTILITY	41.83
02/13/2026	103483	15803	RESERVOIR VIDEO CO	5,000.00
02/13/2026	103484	10744	ROMME PRINTING	120.00
02/13/2026	103485	16602	RYAN FIREPROTECTION INC	495.00
02/13/2026	103486	TAX REFUND	SATGURU LLC	168.58
02/13/2026	103487	SECURIAN	SECURIAN FINANCIAL GROUP	10,900.17
02/13/2026	103488	11051	SMITH, R.A. INC	21,591.70
02/13/2026	103489	10408	STREICHER'S INC.	78.97
02/13/2026	103490	10420	TKK ELECTRONICS, LLC	4,174.00
02/13/2026	103491	15343	VITAL RECORDS CONTROL	95.00
02/13/2026	103492	10753	WILLIS, NICHOLAS	122.92
02/13/2026	103493	TAX REFUND	WOOD, NATHAN & PAIGE	214.34
02/13/2026	103494	MISCAMB	WPS	89.65
02/19/2026	508(E)	10081	CONSERV FS, INC	7,537.71
02/19/2026	509(E)	10541	DIVERSIFIED BENEFIT SERVICES	10,867.38
02/19/2026	510(E)	10144	GATEWAY TECHNICAL COLLEGE	1,099,343.02
02/19/2026	511(E)	10338	RACINE COUNTY TREASURER	5,552,354.83
02/19/2026	512(E)	10342	RACINE UNIFIED SCHOOL DISTRIC	16,472,107.04
02/19/2026	513(E)	16453	RAZOR SHARP FITNESS	137.00
02/19/2026	514(E)	10459	WE ENERGIES	16,662.97
02/19/2026	515(E)	10461	WE ENERGIES (STREET LIGHTS)	8,258.07
02/19/2026	516(E)	10459	WE ENERGIES	482.89
02/19/2026	103495	16302	10-39 UPFITTERS	850.00
02/19/2026	103496	10016	AFFILIATED PROPERTY VALUATION	21,500.00
02/19/2026	103497	10647	AURORA HEALTH CARE	274.00
02/19/2026	103498	13170	AXON ENTERPRISE, INC	1,127.30
02/19/2026	103499	14793	BAUMAN, R & ASSOCIATES, S.C.	934.00
02/19/2026	103500	16137	BS&A INTERMEDIATE LLC	9,641.00
02/19/2026	103501	10058	CALEDONIA SEWER UTILITY DISTR	26,077.55
02/19/2026	103502	15709	CINTAS CORPORATION NO 2	184.66
02/19/2026	103503	10597	CIVICPLUS	13,002.04
02/19/2026	103504	10092	CUMMINS INC	1,309.61
02/19/2026	103505	10541	DIVERSIFIED BENEFIT SERVICES	571.95
02/19/2026	103506	10110	EHLERS	4,234.92
02/19/2026	103507	16186	EMS MANAGEMENT & CONSULTANTS	10,580.43
02/19/2026	103508	14210	FIRE SERVICE, INC	3,035.90
02/19/2026	103509	10143	GALLS, INC.	152.01
02/19/2026	103510	10147	GENERAL COMMUNICATIONS, INC.	5,219.52
02/19/2026	103511	UB REFUND	GIBSON, SUSAN	290.00
02/19/2026	103512	15199	HILTON APPLETON PAPER VALLEY	303.00
02/19/2026	103513	16532	HJC LAW & CONSULTING LLC	1,206.00
02/19/2026	103514	16177	IMPERIAL DADE	689.32
02/19/2026	103515	10191	ITU ABSORBTECH, INC.	120.68
02/19/2026	103516	10936	KAIN ENERGY CORPORATION	725.00
02/19/2026	103517	15032	LIFE-ASSIST, INC	3,257.84
02/19/2026	103518	16533	LONG, KATHERINE	105.00
02/19/2026	103519	10361	MOTION & CONTROL ENTERPRISES	34.88
02/19/2026	103520	10322	QUILL	74.09
02/19/2026	103521	10830	RACINE WATER & WASTEWATER UTI	244,245.66
02/19/2026	103522	14906	RACINE ZOO	11,250.00
02/19/2026	103523	16553	RAY O'HERRON CO INC	1,836.50
02/19/2026	103524	13145	RECON RELOCATION GENERAL CONT	170.00
02/19/2026	103525	14530	RUDIE FRANK ARCHITECTURE	3,000.00
02/19/2026	103526	15765	SALMON UNLIMITED WISCONSIN IN	7,500.00
02/19/2026	103527	10935	STAPLES ADVANTAGE	61.78
02/19/2026	103528	10408	STREICHER'S INC.	140.00
02/19/2026	103529	10423	TRANS UNION LLC	116.56
02/19/2026	103531	10492	WISCONSIN HUMANE SOCIETY	1,982.50
02/20/2026	507(A)	10514	VON BRIESEN & ROPER, S.C.	41,559.18

AP01 TOTALS:

Total of 201 Checks:	25,166,251.93
Less 0 Void Checks:	0.00
Total of 201 Disbursements:	<u>25,166,251.93</u>

Bank CA01 JOHNSON BANK

02/13/2026	245(E)	16517	MX MERCHANT	18.88
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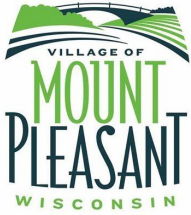
CA01 TOTALS:

Total of 1 Checks:	18.88
Less 0 Void Checks:	0.00
Total of 1 Disbursements:	<u>18.88</u>

CHECK REGISTER FOR VILLAGE OF MOUNT PLEASANT

CHECK DATE 02/01/2026 - 02/28/2026

Check Date	Check	Vendor	Vendor Name	Amount
Bank TID5 TID 5 NORTH AREA				
02/06/2026	64908	10110	EHLERS	3,470.64
02/06/2026	64909	13329	KAPUR & ASSOCIATES, INC	142,393.90
02/06/2026	64910	13348	QUARLES & BRADY LLP	3,775.50
02/06/2026	64911	12049	REINHART BOERNER VAN DEUREN S	235.50
02/06/2026	64912	13911	SJ LOUIS CONSTRUCTION, INC	250,151.25
TID5 TOTALS:				
Total of 5 Checks:				400,026.79
Less 0 Void Checks:				0.00
Total of 5 Disbursements:				<u>400,026.79</u>
REPORT TOTALS:				
Total of 207 Checks:				25,566,297.60
Less 0 Void Checks:				0.00
Total of 207 Disbursements:				<u>25,566,297.60</u>



Executive Summary

Village Board Meeting of March 9, 2026

Approval of Resolution 04-2026: Abandonment of Common Easement for Ingress and Egress at 306 and 442 Stuart Road

BACKGROUND

In September 2025, Neil and Tammy Wishowski requested that the village terminate its rights to a common easement for ingress and egress at 306 Stuart Road. The property owner provided a survey and legal description of the easement. The Register of Deeds recorded the easement in 1977, which was likely a condition of development before the Village created Smolenski Park. With the land now completely developed as parkland, and neighboring property driveways in different locations, the easement does not provide any meaningful property access for the Village or the adjacent property owners.

COMPREHENSIVE PLAN

The Comprehensive Plan does not show any future roadways in the easement location.

LAND DIVISION

This resolution complies with the regulations of Code of Ordinances Chapter 74: Subdivisions.

ZONING

This resolution complies with the regulations of Code of Ordinances Chapter 90: Zoning.

STRATEGIC PLAN

This resolution meets the following Key Strategies and Outcomes within ***Confident in the Future: Mount Pleasant 2030 Strategic Plan***.

- **Balance Growth and Development.** Planning major Village initiatives to optimize budgeting impact, ensuring compliance with the Comprehensive Plan.
 - **Outcome: Adequate parks and open space for current and future population needs.** The Village preserves, enhances, and expands its park land and other natural open spaces to make Mount Pleasant a more attractive place to live and visit.
- **Customer Satisfaction.** Community focused delivery of services that are responsible, reliable, and high quality.
 - **Outcome: Customer satisfaction with Village government services.** Customer service is crucial. Citizens who engage with Village government both digitally and in-person feel the experience is respectful, effective, and professional.

RECOMMENDATION

The staff recommend that the Village Board moves to approve Resolution 05-2026.

FISCAL IMPACT

The property owner will be responsible for drafting and recording the recordable document to abandon the easement.

PREPARED BY

Jill Firkus, Village Clerk



RESOLUTION 05-2026

ABANDONMENT OF COMMON EASEMENT FOR INGRESS AND EGRESS AT 306 AND 442
STUART ROAD

The Board of Trustees for the Village of Mount Pleasant, County of Racine, State of Wisconsin, resolves as follows:

WHEREAS, the Village of Mount Pleasant is a beneficiary of, and has certain enforcement rights with respect to, a common easement for ingress and egress, described in Volume 1364 of Records for Racine County, on page 233, as Document No. 994922 recorded on March 1, 1977, being a part of the Southeast ¼ of Section 10, Township 3 North, Range 22 East, and affecting the above-referenced parcels; and,

WHEREAS, Neil and Tammy Wishowski requested that the Village terminate its rights to the easement; and,

WHEREAS, the easement does not serve any access purposes, nor does it appear on the transportation element of the Village’s Comprehensive Plan;

NOW, THEREFORE, BE IT RESOLVED, by the Board of Trustees for the Village of Mount Pleasant, County of Racine, State of Wisconsin, that, pursuant to Wis. Stat. § 236.293, the Village hereby vacates and releases the above-described easement; and,

BE IT FURTHER RESOLVED, that Village staff shall record a copy of this Resolution in the chain of title of the above-referenced parcels to effectuate such vacation.

PASSED AND ADOPTED on Monday, March 9, 2026.

VILLAGE OF MOUNT PLEASANT

ATTEST

X

X

David DeGroot
President

Jill Firkus
Clerk

State of Wisconsin

County of Racine

This record was acknowledged before me on March 9, 2026, by David DeGroot and Jill Firkus, as President and Clerk of the Village of Mount Pleasant, County of Racine, State of Wisconsin.

X

Signature
Notary Public



X

My commission expires

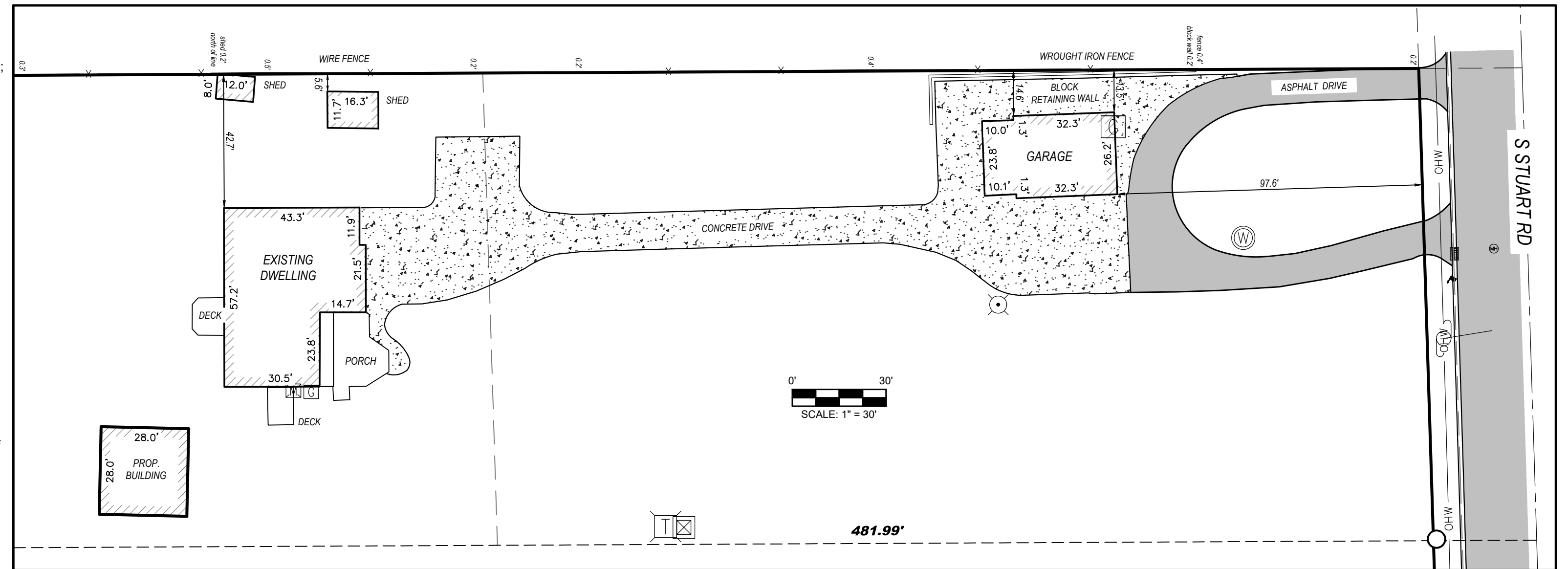
PLAT OF SURVEY

LOCATION: 306 Stuart Rd
Mt. Pleasant, Wisconsin

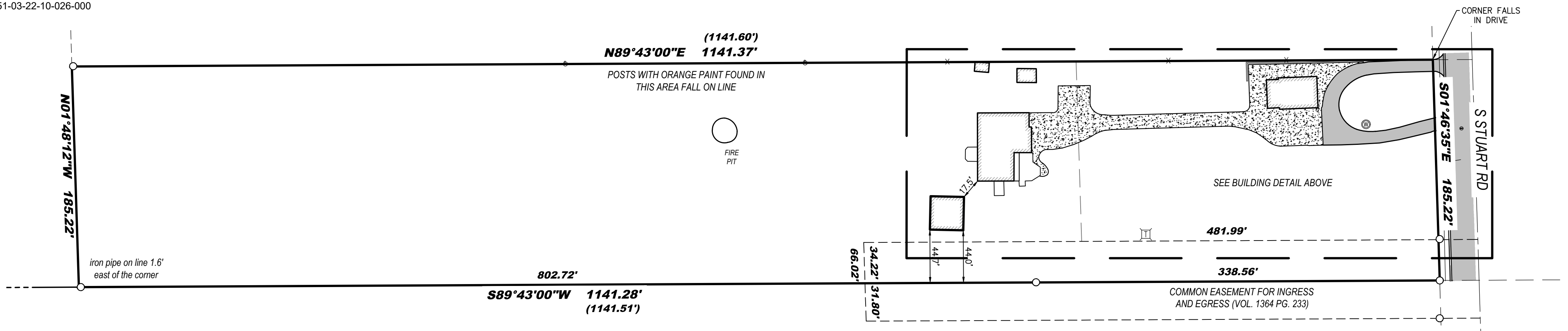
PREPARED FOR: Tammy Wishowski

PROPERTY DESCRIPTION: Per doc. #2227482 that part of the Northwest 1/4 of the Southeast 1/4 of Section 10, Township 3 North, Range 22 East, bounded as follows: Commence at Racine County monument marking the East 1/4 of said Section 10; run thence South 89°40'24" West 1324.90 feet along the East-West 1/4 line of said Section 10, thence South 01°46'35" East 1134.14 feet along the centerline of Stuart Road to the point of beginning of this description; thence South 89°43'00" West 33.01 feet to a 3/4 inch diameter iron pipe stake; continue thence South 89°43'00" West 331.99 feet to a 3/4 inch diameter iron pipe stake; thence South 01°46'35" East 151.00 feet to a 3/4 inch diameter iron pipe stake; thence North 89°43'00" East 331.99 feet to a 3/4 inch diameter iron pipe stake; continue thence North 89°43'00" East 33.01 feet to a point on the centerline of Stuart Road; thence North 01°46'35" West 151.00 feet along the centerline of Stuart Road to the point of beginning. Said land being in the Village of Mt. Pleasant, County of Racine, State of Wisconsin. EXCEPTING therefrom premises used for highway purposes. EXCEPTING therefrom those lands conveyed in Warranty Deed recorded July 19, 2007 as Document No. 2140309.

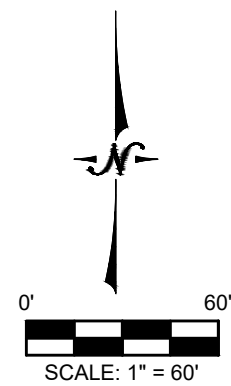
ALSO
That part of the Northwest 1/4 of the Southeast 1/4 of Section 10, Township 3 North, Range 22 East, bounded as follows: Commence at a concrete monument with a brass cap marking the East 1/4 corner of said Section 10; run thence South 89°40'24" west 1324.90 feet to the Northeast corner of the Northwest 1/4 of the Southeast 1/4 of Section 10; thence South 01°46'35" East 1285.14 feet to the point of beginning of this description; continue thence South 01°46'35" East 34.22 feet to the Southeast corner of the Northwest 1/4 of the Southeast 1/4 of said Section 10; thence South 89°43'00" West 33.01 feet to a 3/4" diameter iron pipe stake; continue thence South 89°43'00" West 1141.30 feet to a 3/4" diameter iron pipe stake located North 89°43'00" East 150.00 feet from the Southwest corner of the Northwest 1/4 of the Southeast 1/4 of said Section 10; thence North 01°48'12" West 185.22 feet parallel with the North-South 1/4 line, to a 3/4" diameter iron pipe stake; thence North 89°43'00" East 809.40 feet to a 3/4" diameter iron pipe stake; thence South 01°46'35" East 151.00 feet to a 3/4" diameter iron pipe stake; thence North 89°43'00" East 331.99 feet to a 3/4" diameter iron pipe stake; continue thence North 89°43'00" East 33.01 feet to the point of beginning. Together with an easement of ingress and egress running with the above described land which provides for a right-of-way over the following described land, to-wit: That part of the West 1/2 of the Southeast 1/4 of Section 10, Township 3 North, Range 22 East, bounded as follows: Commence at a concrete monument with a brass cap marking the East 1/4 corner of said Section 10; run thence South 89°40'24" West 1324.90 feet to the Northeast corner of the Northwest 1/4 of the Southeast 1/4 of said Section 10; thence South 01°46'35" East 1285.14 feet to the point of beginning of this description; continue thence South 01°46'35" East 34.22 feet to the Southeast corner of the Northwest 1/4 of the Southeast 1/4 of said Section 10; continue thence South 01°46'35" East 31.80 feet; thence South 89°43'00" West 33.01 feet, parallel with the South line of the Northwest 1/4 of the Southeast 1/4 of said Section 10, to a 3/4" diameter iron pipe stake; continue thence South 89°43,00" West 481.99 feet; thence North 01°46'35" West 31.80 feet to the South line of the Northwest 1/4 of the Southeast 1/4 of said Section 10; continue thence North 01°46'35" West 34.22 feet; thence North 89°43'00" East 481.99 feet to a 3/4" diameter iron pipe stake; thence North 89°43'00" East 33.01 feet to the point of beginning, which easement is dated March 1, 1977 and recorded in the office of the Register of Deeds for Racine County, Wisconsin, on March 1, 1977 in Volume 1364 of Records, on page 233, as Document No. 994922. EXCEPTING therefrom the rights of the public in and to Stuart Road. Said land being in the village of Mt. Pleasant, County of Racine, State of Wisconsin. TAX ID: 151-03-22-10-026-000



BUILDING DETAIL



- Legend:
- Found Iron Pipe
 - Well
 - Transformer
 - Electric Meter
 - Air Conditioner
 - Light Pole
 - Utility Pole
 - Gas Meter
 - Telephone Pedestal
 - Utility Manhole
 - Storm Inlet - Curb



LYNCH & ASSOCIATES
ENGINEERING CONSULTANTS, LLC
5000 S. TOWNE DRIVE, SUITE 160
NEW BERLIN, WI 53151
440 MILWAUKEE AVENUE
BURLINGTON, WI 53105
(262) 402-5040

BEARINGS HEREON RELATE TO THE SOUTH LINE OF THOSE LANDS DESCRIBED IN DOCUMENT #2227482; ASSUMED BEARING SOUTH 89°43'00" WEST.



I certify that I have surveyed the above-described property and in my professional opinion this map is a correct representation thereof and is made in accordance with the records of the register of deeds as nearly as practical and that this survey complies with Wisconsin Administrative code AE-7 except for those items waived, if any, and is bound by Wisconsin State Statute 893.37 that defines statute of limitations in regard to surveys. This survey was prepared for the exclusive use of the client and present owners of the property.

No title policy has been provided to the surveyor regarding the property identified on this map. Therefore this plat of survey does not guarantee the existence, size and location of any easements, encumbrances, restrictions or other facts that could otherwise be disclosed in an ALTA/NSPS survey.

Ritchie P. Wenzel, Professional Land Surveyor, S-4027



The easement described in Volume 1364 of Records for Racine County, on page 233, as Document No. 994922 recorded on March 1, 1977 describes the following: That part of the West 1/2 of the Southeast 1/4 of Section 10, Township 3 North, Range 22 East, bounded as follows: Commence at a concrete monument with a brass cap marking the East 1/4 corner of said Section 10; run thence South 89°40'24" West 1324.90 feet to the Northeast corner of the Northwest 1/4 of the Southeast 1/4 of said Section 10; thence South 01°46'35" East 1285.14 feet to the point of beginning of this description; continue thence South 01°46'35" East 34.22 feet to the Southeast corner of the Northwest 1/4 of the Southeast 1/4 of said Section 10; continue thence South 01°46'35" East 31.80 feet; thence South 89°43'00" West 33.01 feet, parallel with the South line of the Northwest 1/4 of the Southeast 1/4 of said Section 10, to a 3/4" diameter iron pipe stake; continue thence South 89°43,00" West 481.99 feet; thence North 01°46'35" West 31.80 feet to the South line of the Northwest 1/4 of the Southeast 1/4 of said Section 10; continue thence North 01°46'35" West 34.22 feet; thence North 89°43'00" East 481.99 feet to a 3/4" diameter iron pipe stake; thence North 89°43'00" East 33.01 feet to the point of beginning.

In the Matter of the
Complaint against

New Age Massage, LLC
6233 Durand Ave.
Mount Pleasant, WI 53406

Licensing Agent: Shuling Zhao

FINDINGS OF FACTS, CONCLUSIONS OF LAW, AND DECISION

The Village of Mount Pleasant Village Board received a Complaint from Robert Botch, the Chief of Police for the Village of Mount Pleasant, issued pursuant to Mount Pleasant Municipal Code §46-2(m). That complaint alleged that New Age Massage, LLC, identified as license no. 201-25/26 for the location of 6233 Durand Ave., Mount Pleasant, Wisconsin 53406, held an active Massage Parlor License issued by the Village of Mount Pleasant on or about June 24, 2025. Said license was set to expire on June 30, 2026. The Complaint identified Shuling Zhao as the agent for the licensee. The Complaint alleged various violations of Mount Pleasant Municipal Code § 46-133, and asked the Village Board to revoke the Massage Parlor License pursuant to Mount Pleasant Village Code § 46-142.

Pursuant to Mount Pleasant Village Code, on February 23, 2026, the Village Board held a public hearing to hear evidence to determine whether the complainant could prove the alleged violations. Shuling Zhao appeared to represent New Age Massage, LLC's interests. Attorney Nick Cerwin appeared to represent the Complainant's interest. Attorney Matthew Nugent appeared to represent and advise the Village Board in the proceedings.

Based on the testimony and evidence presented and the Village Board's deliberations and oral findings, the Village Board hereby issues and does adopt the following Findings of Facts and Conclusions of Law as follows:

1. A Massage Parlor License was issued to New Age Massage, LLC, for the location of 6233 Durand Avenue, Mount Pleasant, Wisconsin, 53406.
2. Shuling Zhao acted as the Licensing Agent for New Age Massage, LLC.
3. The Massage Parlor License held by New Age Massage was issued subject to the provisions of the Mount Pleasant Village Code.
4. The hearing held on February 23, 2026, was properly noticed and held open to the public.
5. During the license period beginning on June 24, 2025, New Age Massage, LLC, by and through its agent Shuling Zhao, violated of Wis. Stat. § 460.145 by employing or contracting for the services of an individual to provide massage therapy or bodywork therapy who is required to be licensed under s. 460.02 unless the individual is licensed under this chapter 460.
6. During the license period beginning on June 24, 2025, New Age Massage, LLC, by and through its agent Shuling Zhao, violated Wis. Admin. Code MTBT 5.02 (10), MTBT 5.02 (22), 5.02 (27).
7. During the license period beginning on June 24, 2025, New Age Massage, LLC, by and through its agent Shuling Zhao, violated Mount Pleasant Municipal Code § 46-139(a)(1).
8. On the application for a Massage Parlor License that led to the license being issued on June 24, 2025, New Age Massage, LLC, by and through its agent Shuling Zhao provided a materially false statement on its application, in violation of Mount Pleasant Municipal Code § 46-137(a)(3).

DECISION

Based upon the foregoing, the Village Board does hereby, effective immediately, Revoke the Massage Establishment License held by New Age Massage, LLC.

Approved, adopted, and filed this ____ day of March, 2026.

MOUNT PLEASANT VILLAGE BOARD

David DeGroot, Village President



EXECUTIVE SUMMARY

Village Board on March 9, 2026

Social Media Policy for the Village of Mount Pleasant

BACKGROUND

The Village of Mount Pleasant communicates with thousands of people every day through several social media channels. Social media distributes information about essential government services, events and programs, and shares the Village's success stories. It is an effective tool that complements Mount Pleasant's website, which remains the primary location for digital information about Village government.

This proposed Social Media Policy would help ensure Mount Pleasant employees use this tool effectively, and in compliance with applicable laws. The policy would help protect the Village against the legal risks inherent in social media by setting rules and responsibilities for creating accounts, publishing content, administering comments received from the public, and archiving public information that appears in the accounts. It also explains best practices of how to use social media to benefit the Village, serving as a resource for current and future employees.

The policy, for example, includes a decision tree guiding responses to comments posted to Village social media accounts. The policy also contains a User Responsibility Guide specifying the types of content that will be removed in a consistent and unbiased manner if they appear in comments to Village accounts.

This policy has been vetted by the Village's legal team, with input from department directors, and mirrors policies already in place in many Wisconsin municipalities.

RECOMMENDATION

Staff recommends that the Village Board: **Move to approve the policy.**

FISCAL IMPACT

None.

PREPARED BY

Sean Ryan, Communications Director on March 4, 2026



SOCIAL MEDIA POLICY

Policy Revised: March 9, 2026

I. Purpose

Social media platforms have become an important tool for people of all ages to receive information in the 21st century. The Village of Mount Pleasant is embracing this trend to better inform its current residents, neighbors, and the world. The Village's social media accounts share details about available public services, upcoming cultural and civic events, the latest updates in community development and sustainability, and success stories of employees in Village government, for example. That outreach complements the main Village of Mount Pleasant website, which remains the primary location of Village government information, forms, public notices, and other online services.

Social media includes Internet-based communication tools with a focus on immediacy, interactivity, user participation, and information sharing. Platforms include, but are not limited to, Facebook, X (formerly Twitter), LinkedIn, YouTube, Instagram, Reddit, Threads, and Nextdoor.

This Social Media Policy is intended to ensure Village government uses this emerging communication tool effectively, responsibly, and legally. It establishes guidelines for creation of official Village accounts, appropriate content, management and maintenance, and record keeping.

II. Definitions

- a. Village-sponsored social media account: Any online and publicly available website or account that allows for content to be posted, shared, created, or commented on that is done on behalf of the Village, Village Officers, Departments, Boards, Commissions, Committees and Authorities, Volunteers, or Employees.
- b. Personal accounts: Any online and publicly available website or account that is created or managed by an individual for individual use and is not authorized, monitored, or sanctioned by the Village.
- c. Authorized User: A Village of Mount Pleasant employee or representative who has been trained in the Social Media Policy and authorized by a Village Department Head or Village Administrator to create or maintain Village-sponsored social media.
- d. Limited public forum: A government forum reserved for certain groups or for the discussion of certain topics.

III. General Policy

This policy is for Village-sponsored social media accounts that are created and/or maintained by Authorized Users, and used to share Village government content.

Village employees may maintain social media accounts for their personal use unrelated to the responsibilities of their employment with the Village, and must not imply or suggest that their personal accounts, or content published through those personal accounts, are affiliated with the Village. Village employees shall comply with guidelines as outlined in the Social Media Policy section of the Personnel Manual for Village of Mount Pleasant Employees.

Any reference in this document to a Village “employee” shall be considered to include any contractor or individual who is working for or representing the Village on social media but is not directly employed by the Village.

IV. Creating a New Account

All Village-sponsored social media accounts must be vetted and approved before they are created. Departments proposing new accounts must use the attached Application to Create Mount Pleasant Social Media Account form (**Appendix A**). No designated Village social media accounts may be created without the review and approval of that form by the Village Administrator.

This process ensures the Village has the resources to handle record-keeping for each account, that passwords and access are maintained if Authorized Users transition, and that the accounts reach larger audiences. One account that reaches 1,000 people is a stronger communication tool than four accounts that each reach 250.

If a new social media account is approved by the Village Administrator, the Village’s Communications Department will take the lead in registering and setting up the account, including working with the account’s Authorized Users on authentication and access.

Authorized Users must enable the two-factor authentication methods for Village accounts. Use only Village email accounts and Village phone numbers, and not personal contact information, for the creation of new accounts and authentication methods. The Village’s IT Department can provide email addresses as needed for that purpose. Multi-factor authentication methods should also be used for shared accounts that multiple Authorized Users maintain.

V. Account Access and Authorized Users

Directors of Village departments that create and maintain social media accounts in accordance with this policy may designate Authorized Users for each account. Departments that operate during normal business hours may have up to two Authorized Users for each account. Departments that are staffed 24-7, such as the Police and South Shore Fire departments, may have additional Authorized Users as needed to ensure they are on-duty around-the-clock.

Those Authorized Users will be given full access to their designated social media account. The Village’s Communications Director, Communications Manager, Information Technology Manager, and Information Technology Project Manager must also be given full access to any Village social media account in order to provide additional content and administrative support.

Authorized Users’ responsibilities include:

- a. Publishing at least three posts of original content through each account per week.
- b. Monitoring account engagements and notifications, including comments, page mentions/tags, and photo tags.
- c. Responding to questions and comments posted on social media accounts according to the guidelines of this policy.
- d. Removing content that violates the User Responsibilities in Section XIII of this policy.
- e. Monitor social media effectiveness and make recommendations to the department for continuous improvement.

Department directors should review and update the access privileges to their social media accounts based on the needs of the department and account.

The Village Communications Director or Designee shall be authorized to immediately edit or remove posts on Village-sponsored social media accounts that violate this policy. When practicable, the Communications Director or Designee should consult with the Village Attorney prior to deleting or removing content.

VI. Reporting/Updating Account Credentials

The following information must be provided to the IT Department when an account is created. Current information must be provided to the Communications and IT departments if any of the following is changed for an account if, for example, passwords are updated, or an Authorized User is added or removed:

- a. Account name and link to the account profile
- b. All Log in/registration information needed to access and administer the account, including the account password
- c. List of Authorized Users for that account

The Village's IT Department will maintain a list of all Village social media accounts, logins, passwords, and Authorized Users. The Communications Department shall update all social media account passwords annually in January, when possible, for security purposes. The updated credentials will be provided to the IT Department.

VII. Account Descriptions

The profile information visible to the public for each new account should clearly state that it is maintained by the Village for the purpose of sharing information about Mount Pleasant government and is a limited public forum. Use approved names, official titles, and official Village logos in the account's header/main page whenever possible. When appropriate, specify the department or service within Village government that the account publishes information about.

Account profiles must include a link to the Village website home page, or to the home page of the Village department that oversees the account. The account profile must refer users to the Social Media User Responsibility Guide (**Appendix B**) via a link to a Village website that contains the complete document, or by including its complete contents in the profile section of the social media account.

VIII. Content and Conduct Standards

Official Village accounts may publish only information that pertains to the Village and its operations. The accounts cannot publish personal opinions or concerns, communications advocating for or against political campaigns or ballot measures, or confidential information.

All content must be factual, accurate, and unbiased. Content must be consistent with the Village's approved mission and vision statements, branding, and policy goals. Information should be communicated in plain, easily understood language without using jargon.

Authorized users must act in accordance with all federal, state, and local laws.

All of the Village's other policies applicable to social media use remain in full force and effect. This social media policy, in addition to all other employee policies, apply to Authorized Users of social media and Village employees who engage with Village social media accounts. In particular, those other policies would include, but are not limited to, confidentiality and privacy policies, or policies prohibiting unlawful harassment or discrimination.

Authorized Users should provide brief, informative answers to questions about their posts in a timely manner. Authorized Users should respond, when appropriate, to inaccurate information shared in comments in a professional manner that states the facts without being argumentative. See the attached Response Consideration Chart (**Appendix C**) for guidance on when and how to respond to comments.

Village employees who recommend responding to a comment made to a Village account should consult with that account's Authorized User, rather than post a response themselves.

IX. Engagement with Other Social Media Accounts

Sharing of content from other Village social media accounts is encouraged to effectively communicate news and achievements of the Village. Questions or comments that pertain to a different Village department or account should be referred to the appropriate Authorized User of that department or account.

Village accounts, under limited circumstances, may share or like content created by other social media accounts. For example, those shares and likes may support civic activities that advance the Village's mission and vision statements, philanthropic efforts with a direct connection to or funding from Village government, local tourism promotion, or activities that strengthen the Village's overall economic wellbeing.

Village social media accounts may not promote any public official or political candidate running for office.

X. Livestreaming

Livestreaming is a powerful tool for engaging the community in real time, providing transparency, and showcasing events or announcements as they happen. Livestreaming may enhance social media engagement, but departments must exercise extreme caution and sound judgment when using this feature. Missteps in a live setting can have significant consequences for the Village's reputation.

The risks and disadvantages inherent to livestreaming include:

- a. Uncontrolled environments – Actions, language, or background elements during a live broadcast may be inappropriate, distracting, or contain sensitive content.
- b. Privacy concerns – There is a risk of unintentionally capturing or sharing personal or confidential information.
- c. Technical issues – Unforeseen problems, including poor audio, video quality, or connectivity, may affect the professionalism of the stream.

Follow these guidelines to ensure livestreaming aligns with the Village’s approved mission and vision.

- a. Plan ahead – Whenever possible, prepare and test equipment in advance. Anticipate potential issues or disruptions in the environment where the livestream will take place.
- b. Monitor the setting – Be aware of surroundings and individuals in the video frame to avoid broadcasting inappropriate, sensitive, or private content.
- c. Use caution during emergency or crisis events – Avoid livestreaming sensitive operations that could compromise safety, privacy, or ongoing investigations. Consult with local public safety officials at the event before starting a livestream.
- d. Assume responsibility – Monitor live comments and interactions to maintain a respectful and professional dialogue.

XI. Branding Standards

Consistency is important to maintaining the identity of the Village. Social Media content should follow the standards included in the Village of Mount Pleasant Brand Guidelines (**Appendix D**), and use official titles, department names, and other terminology when referring to specific Village functions.

Graphics and other content created for social media accounts should be consistent with the Village’s current brand guidelines, and display the official Village or department logo.

XII. Copyrighted Content

Authorized Users must be mindful of and adhere to copyright and intellectual property law. Before publishing images, video or other content that is not created or owned by the Village, an Authorized User must gain express permission from the content’s owner. Credit should be given to the creator of that content when it is published through a Village account. Authorized Users should seek clarification from Village legal counsel with questions regarding copyrighted content.

XIII. Comments Content and User Responsibilities

Village social media accounts are limited public forums intended for discussion of only the topics specified by the Village. Village accounts are encouraged but not required to allow comments from users. Those comments represent the opinions of the commenter or user only, and do not represent the Village.

The Village asks that no requests for emergency service or immediate response be made through social media because the accounts are not continuously monitored. Individual complaints, concerns, or service requests may not be addressed through social media unless the Village specifically identifies the account for that purpose.

Authorized Users are responsible for monitoring comments on a regular basis, and should act in an unbiased fashion that maintains viewpoint neutrality. The Village may enable profanity filters available through social media platforms. Those may result in comments being automatically hidden. Authorized Users will review hidden comments for compliance with the Village’s Social Media Policy.

Comments or posts that contain any of the following content are subject to removal or other restriction by the Village Communications Director or Designee:

- a. Content that is profane, or obscene
- b. Content that is threatening, or incites violence
- c. Content that violates any local, state, or federal law
- d. Content that promotes, fosters, or perpetuates unlawful activity
- e. Content that unlawfully defames an individual or organization
- f. Solicitation of commerce, including, but not limited to, advertising of any non-Village-related event, business, or product for sale
- g. Content that violates the intellectual property rights of others
- h. Malicious or harmful software or malware

It is important to respect and comply with the terms of use for all social media platforms. Do not expose the Village of Mount Pleasant to legal risks by accessing or using a website in violation of its terms. Always review the terms of use for each social media platform and ensure that your activities align with their guidelines.

XIV. Process for Removing Comments

If an Authorized User suspects a comment is in violation of the Village's Social Media Policy, the user must refer the comment and its contents to their Department Director. If appropriate, that Department Director will forward to the Village Administrator for review. If found to be in violation of the Village's policies, the comment can be removed or hidden with written approval from the Village Administrator, or Designee. An image of the comment must be recorded and retained prior to the removal or hiding of the comment.

For a step-by-step walkthrough, see the attached Social Media Comment Removal Procedure (**Appendix E**).

XV. Responding to Attempts to Hack Social Media Accounts

An Authorized User who suspects the security of a social media account has been compromised should immediately, and in this order:

- a. Change the account's password information and provide the updated password to the Village's Communications and IT departments
- b. Contact the Communications Director to develop a communications strategy to acknowledge security breaches to social media followers
- c. Look for signs of damage and make necessary corrections
- d. Inform the Village IT Department of the breach in case further investigations are necessary

XVI. Oversight and Deactivating an Account

The Village Communications Director or Designee is authorized to take immediate control of any Village-sponsored social media account.

Village-sponsored social media accounts should not be deleted or deactivated by anyone other than the Village Communications Director or Designee as outlined in this policy. The Village Communications

Director or Designee may temporarily deactivate an account but may not delete an account without consultation with the Village Attorney and/or Village Administrator consistent with this policy.

XVII. Record Keeping and Archiving

The Village is subject to public records laws, and those laws apply to information published to its social media accounts either by the Village or other users. Village records published through its social media accounts must be archived by the Village in a format separate from, or in addition to, the storage of information on the social media platform itself.

The Village’s IT Department should provide the Village’s chosen archiving software to the Communications Department and ensure resources are available to handle the archiving of all accounts.

XVIII. Open Meetings Law Compliance

Participation in online discussions by elected or appointed Village officials may constitute a meeting under the Wisconsin Open Public Meetings Law. Village Trustees, other elected officials, and appointed members of Village Boards, Committees, or Commissions should use discretion when posting to the Village’s social media platforms or any other online forums. Members of those Village bodies are discouraged from using social media to directly engage other elected or appointed officials regarding topics that are under the review of that Village body.

XIX. Breach of Policy

Failure to comply with this policy may result in disciplinary action. This disciplinary action may involve a verbal or written warning or, in serious cases, termination of employment, or termination from position.



APPLICATION TO CREATE MOUNT PLEASANT SOCIAL MEDIA ACCOUNT

Appendix A

Policy Revised: March 9, 2026

Email Completed Form to SRyan@mtpleasantwi.gov

Fill out this form to create a new social media account to support the operations of your department in the Village of Mount Pleasant. Please use this as a guide to help determine your audience, choose a platform, set goals, and set success metrics for social media engagement. This is for official Village of Mount Pleasant social media accounts only, and not for personal accounts. No designated Village social media accounts may be created without the review and approval of this form by the Village Administrator. Send questions and feedback to the Village Communications Director.

Date of Application:

Department:

Name/Title of Person Submitting Application:

Has Department Director Approved this Application?

YES NO

Proposed Account Name:

Proposed Social Media Platform(s):

Facebook X Instagram LinkedIn Other (specify):

SOCIAL MEDIA AUTHORIZED USERS

Each social media account must have at least two Authorized Users who will monitor and post content.

Primary Authorized User

Name and Title:

Responsibilities for Account (including time of day monitoring and posting)

Secondary Authorized User

Name and Title:

Responsibilities for Account (including time of day monitoring and posting)

If you require more than two Authorized Users, list their names and titles

What is the intended audience of the account, and why do you want to communicate directly with that audience?

How would the new social media account be more beneficial to your department than using the Village's existing accounts? How does it enhance the communications work your department already performs?

Identify the resources and software available or needed to create at least three posts of new content per week (including original graphics, photos, and/or video), and ensure the content is accurate and unbiased.

How will you monitor the comments and feedback sent to the account, including outside of normal business hours?

What measurable analytics and outcomes will you track and report to evaluate the performance of the account?

How can the Village's Communications Department support you?

Do you have any comments, questions, or concerns?

This page to be completed by Village Administrator or Communications Director

Date Received:

Date Approved/Denied:

Approved Account Name:

Approved Account Platform(s)

Facebook

X

Instagram

LinkedIn

Other (specify):

If Denied, Reason Why:



SOCIAL MEDIA USER RESPONSIBILITY GUIDE

Appendix B

Policy Revised: March 9, 2026

Village of Mount Pleasant social media accounts are limited public forums intended for discussion of only the topics specified by the Village. Village accounts are encouraged but not required to allow comments from users. Those comments represent the opinions of the commenter or user only, and do not represent the Village.

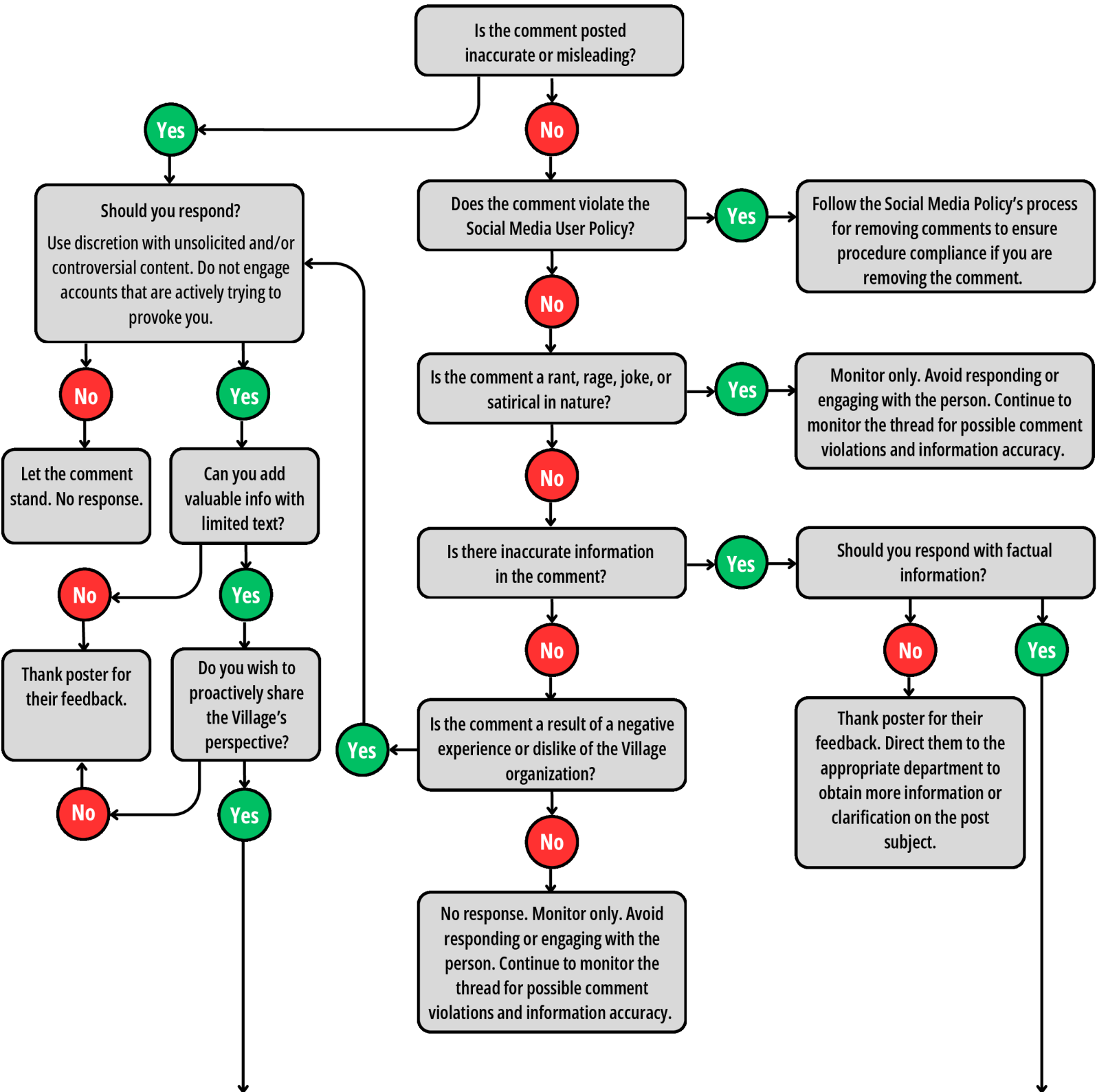
The Village asks that no requests for emergency service or immediate response be made through social media because the accounts are not continuously monitored. Individual complaints, concerns, or service requests may not be addressed through social media unless the Village specifically identifies the account for that purpose.

Authorized Users who administer the Village's social media accounts are responsible for monitoring comments on a regular basis, and should act in an unbiased fashion that maintains viewpoint neutrality. The Village may enable profanity filters available through social media platforms. Those may result in comments being automatically hidden. Authorized Users will review hidden comments for compliance with this User Responsibility Guide.

Comments or posts that contain any of the following content are subject to removal or other restriction by the Village:

- a. Content that is profane, or obscene
- b. Content that is threatening, or incites violence
- c. Content that violates any local, state, or federal law
- d. Content that promotes, fosters, or perpetuates unlawful activity
- e. Content that unlawfully defames an individual or organization
- f. Solicitation of commerce, including, but not limited to, advertising of any non-Village-related event, business, or product for sale
- g. Content that violates the intellectual property rights of others
- h. Malicious or harmful software or malware

It is important to respect and comply with the terms of use for all social media platforms. Do not expose the Village of Mount Pleasant to legal risks by accessing or using a website in violation of its terms. Always review the terms of use for each social media platform and ensure that your activities align with their guidelines.



RESPONSE CONSIDERATIONS

CITE YOUR SOURCES

Provide links to reference laws, regulations, policies, or websites.

RESPECT YOUR TIME

Do not spend more time than the response is worth.

TONE

Respond in a tone that reflects positively on the Village.



Village of Mount Pleasant Brand Guidelines



Mission Statement: A Forward - Thinking Community

Logo Concept: Fresh + Forward Thinking

A fresh and playful mark, this concept positions Mount Pleasant as a prime place for opportunity and forward thinking amid surrounding communities. The form is streamlined, simple, friendly. The typography is inviting, delivering a fresh take on Mount Pleasant's public identity.

Color combinations have been considered to represent the ecological awareness that Mount Pleasant Displays as an Exemplar to like-minded communities.

Fresh. Forward thinking. Inviting.

Branded Colors:

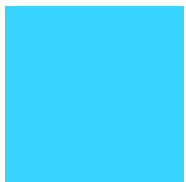


Pantone 368 U
RGB: 108/183/69
CYMK: 63/4/100/0
Hex #6CB745



Pantone 19 - 4914 TCX
RGB: 24/60/70
CYMK: 89/63/54/46
Hex #183C46

Complimentary Colors:



Hex #38D4FF



Hex #487987



Hex #BEDEDC



Hex #BDD9A0



Hex #E8DBCA

Typography:

LFT Etica Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

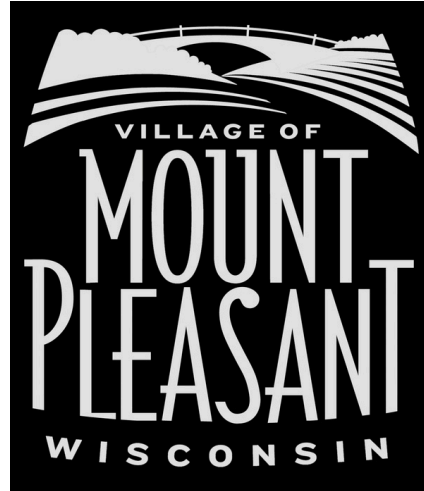
LFT Etica Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

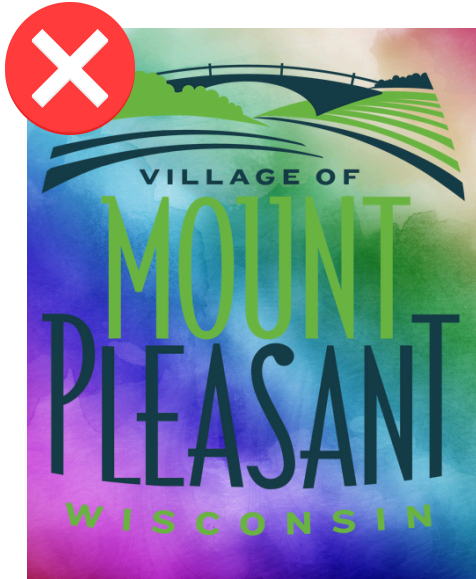
LFT Etica Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Appropriate Logo Uses:



Inappropriate Logo Uses:



Logo should not be in front of any distracting backgrounds, colors that are too similar to the branded colors, or colors that do not contrast nicely with branded colors. Logo should not be cropped, distorted, or stretched.

Additional Logos:



South Shore Fire Department



RGB: 199/0/23
CYMK: 23/100/100/18
HEX #A60017



RGB: 185/161/79
CYMK: 29/31/83/2
HEX #B9A14F



RGB: 0/0/0
CYMK: 75/68/67/90
HEX #000000



Mount Pleasant Police Department



RGB: 25/43/96
CYMK: 100/93/34/24
HEX #192B60



RGB: 217/191/40
CYMK: 18/20/100/0
HEX #D9BF28



RGB: 204/29/35
CYMK: 13/100/100/4
HEX #CC1D23

Additional Logos:



Enjoy Mount Pleasant



RGB: 108/183/69
CYMK: 63/4/100/0
HEX #6CB745



RGB: 24/60/70
CYMK: 89/63/54/46
HEX #183C46

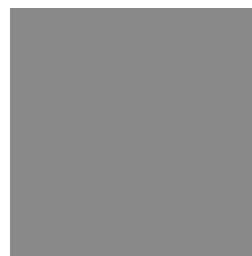
Pike River Pathway



RGB: 10/166/184
CYMK: 77/13/26/0
HEX #0AA6B8



RGB: 12/164/52
CYMK: 82/8/100/1
HEX #0CA434



RGB: 137/137/137
CYMK: 49/40/40/4
HEX #898989

Letterhead:



8811 Campus Drive
Mount Pleasant, WI 53406

T: 262.664.7800
F: 262.664.7801
www.mtpleasantwi.gov

Month ##, 20##

Name
Business Name
Street Address
City, State, Zip

Dear Name,

Esse veniam ut enim dolor ullamco nulla ea Lorem id anim. Do sit aliquip est magna consequat qui aliqua laboris laboris duis do occaecat amet sint. Qui adipisicing excepteur adipisicing aliqua excepteur magna fugiat Lorem irure. Nisi do labore id quis minim laboris ipsum deserunt nostrud consequat eiusmod qui. Labore cupidatat ad mollit labore aliquip voluptate esse laborum ad. Officia eu culpa aute cupidatat elit ea. Occaecat dolor ea laboris est qui deserunt velit. Nulla ea ipsum cupidatat dolore tempor duis officia cupidatat fugiat aliquip sint. Esse et exercitation

Adipisicing minim velit officia mollit laboris ad esse. Commodore Lorem incididunt incididunt esse sit mollit non minim nisi et est nisi fugiat cupidatat ut. Aliquip ea sunt sint voluptate enim nostrud reprehenderit deserunt anim consequat eu eiusmod. Officia cupidatat sit ad duis labore magna voluptate adipisicing dolor veniam sit.

Sincerely,

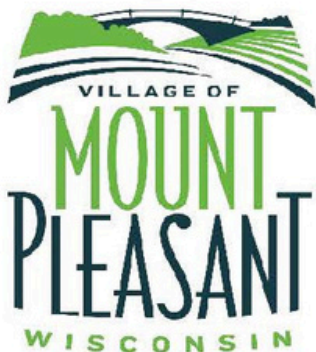
Sender Name
Sender Title
Sender Phone Number
Sender Email

A FORWARD THINKING COMMUNITY...

Business Cards:



Email Signature Template:



First Last

Job Title

Village of Mount Pleasant

8811 Campus Drive [MAP]

Mount Pleasant, Wisconsin 53406

Main 262.664.7800 | Direct 262.664.(EXT)

(pronouns, if wanted)

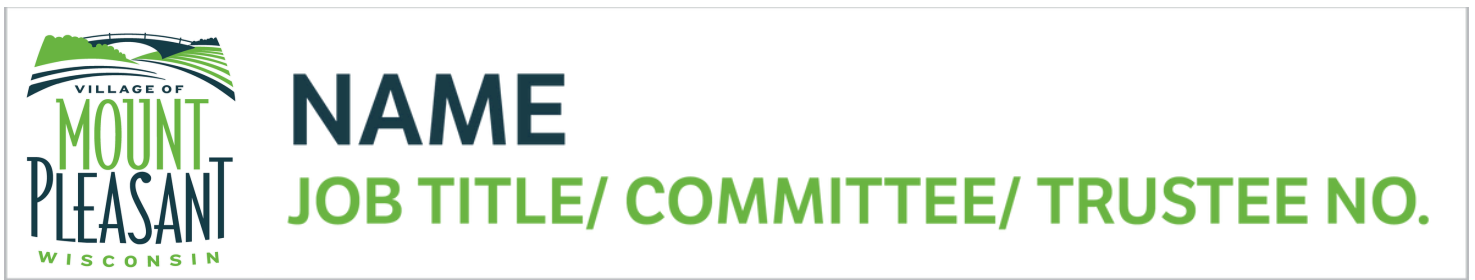
email@mtpleasantwi.gov

www.mtpleasantwi.gov

Office Door Name Template:



Meeting Name Template:



Questions?

Brand Ambassadors:

Sean Ryan
Communications Director
Email: SRyan@mtpleasantwi.gov

Lisa Olley
Communications Manager
Email: LOlley@mtpleasantwi.gov



SOCIAL MEDIA COMMENT REMOVAL PROCEDURE

Appendix E

Policy Revised: March 9, 2026

If an Authorized User suspects a comment is in violation of the Village's Social Media Policy, the user must refer the comment and its contents to their Department Director. If appropriate, that Department Director will forward to the Village Administrator for review. If found to be in violation of the Village's policies, the comment can be removed or hidden with written approval from the Village Administrator, or Designee.

Removal and Archiving Process

1. Review the comment for compliance with the criteria listed in the Comments Content and User Responsibilities section of the Social Media Policy.
2. If a comment is potentially in violation of the policy, forward the original post and the comment to the Director of the applicable Village department.
3. The Department Director will review the comment and, if appropriate, forward to the Village Administrator.
4. If the Village Administrator, or Designee, determines there is no violation, leave the comment published.
5. If there is a violation, the Village Administrator, or Designee, will provide written permission to remove the comment.
6. Before removing or hiding the comment, reply to the comment and indicate the reason the comment is being removed. For example, "The language in this comment is in violation of the Village's Social Media Policy."
7. Take screenshots the original social media post, including any accompanying graphic or photo, the comment in question, and the Village's posted reply to the comment.
8. Complete the record archiving steps in the Village's chosen archive software. You will receive an emailed file, or the option to download an electronic file of the archive.
9. Delete or hide the comment from social media.
10. In the Village's Communications Drive, save and clearly label the following documents:
 - a. Written approval from the Village Administrator
 - b. Screenshots of the post and comments
 - c. Email file from the Archive software.