

## Town of Marshfield

### Public Informational Meeting Results

*May 17, 2023*

At 6:30 PM on May 17, 2023, thirty-one (31) residents gathered at the Marshfield Town Hall to learn about the Town's Comprehensive Plan update process. The effort was announced via direct mail to all residents, as well as through a posting on the Town's webpage and posting locations.

The Town's planning consultant, Ken Jaworski of Cedar Corporation, began the evening by presenting a PowerPoint presentation on the planning process, covering topics such as planning law, town planning history, demographics, housing, agriculture, transportation, environmental and land use trends. This presentation is posted on the Town's website for future reference.

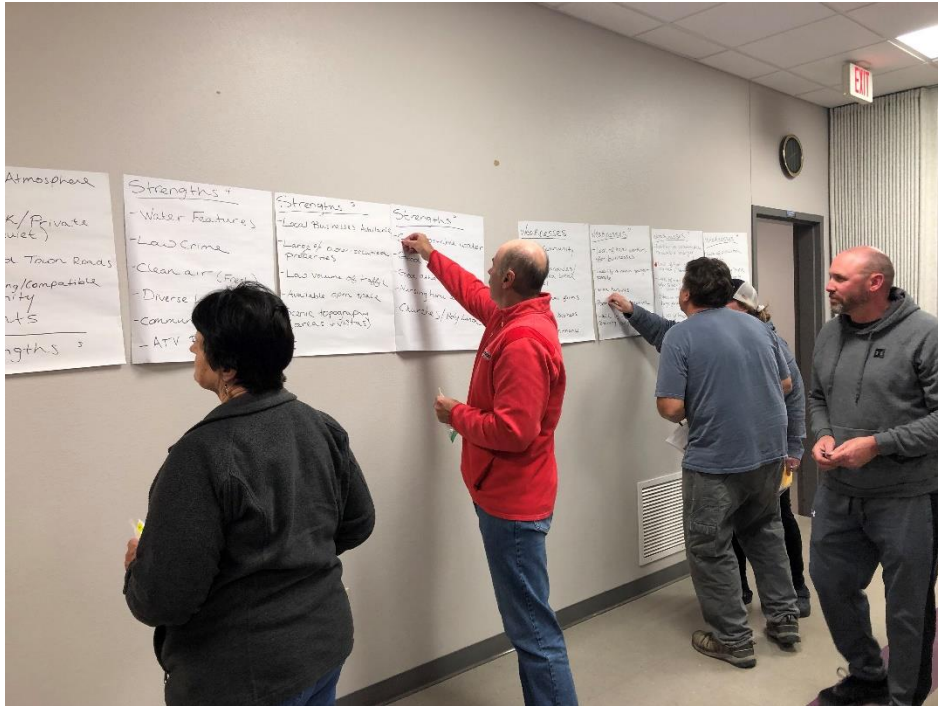


***“A small group of thoughtful people could change the world. Indeed, it's the only thing that ever has.”***

***– Margaret Mead***

After the presentation, residents were asked to participate in a “Strengths, Weaknesses, Opportunities, and Threats” (SWOT) workshop. They were tasked with answering four questions:

1. **Strengths:** What do you like about your community?
2. **Weaknesses:** What do you feel are some of your community's weaknesses?
3. **Opportunities:** What would you like to see in your community?
4. **Threats:** What challenges will your community face in the future?

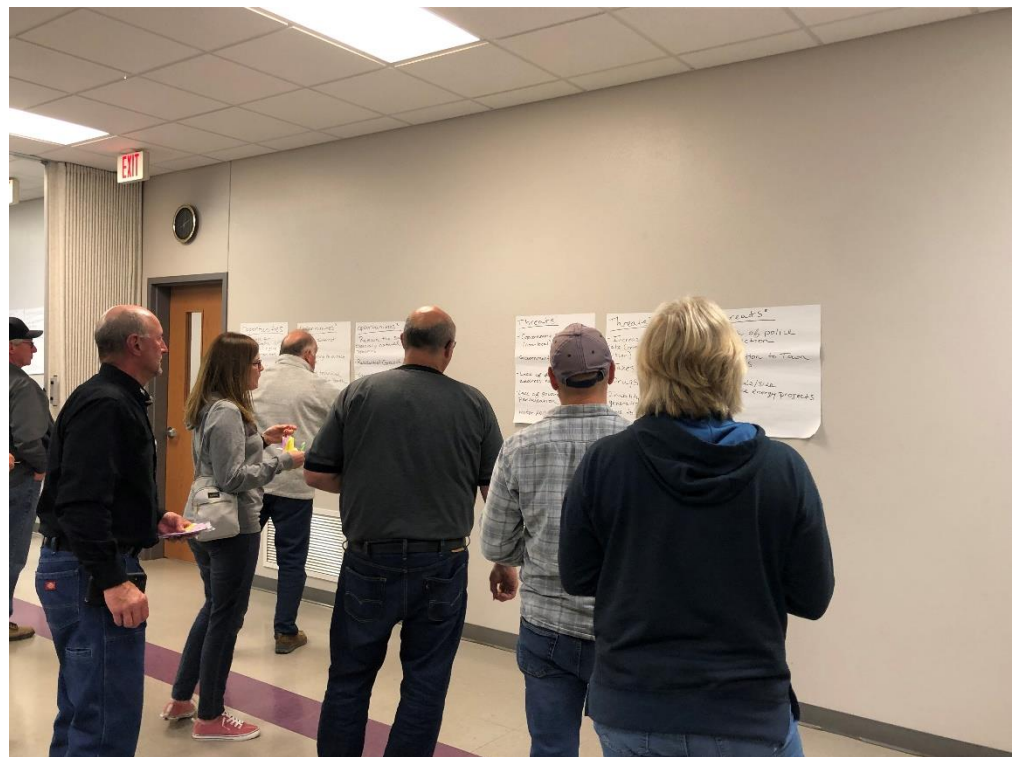


Participants recorded individual answers to each question on a separate “post-it” note. They were then asked one-by-one to answer each of the four questions. As participants responded, answers were recorded on a white easel sheet. There was no limit to the number of answers a person could submit per question. The white sheets were then attached to the wall surface for eventual voting.

For voting, participants were given three dots and asked to vote for their three favorite answers per question. Each dot was assigned a weighted

value. Red dots represented their highest priority and were worth a value of three (3) points. Yellow dots were their second priority and were worth a value of two (2) points. Green dots were their third and final priority and worth one (1) point.

After the sheets were collected, the dots were counted and weighted values calculated. Based on the priority values, a final score was calculated for each grouping of answers. Please note that some participants elected not to use all of their assigned three (3) dots per question, which is why the final point total is not exact for each and every question. The voting results from the workshop are presented as follows in order of priority:



<b>Strengths</b>	<b>Votes</b>	<b>Points</b>
<b>Natural / Geographic Features &amp; Resources</b>	11	28
<b>Volunteer Fire Department &amp; Ambulance</b>	12	24
<b>Agricultural Land (Preservation of)</b>	9	24
<b>Low Crime</b>	9	15
<b>Upgraded Town Roads</b>	5	14
<b>Laid-back / Quiet / Private Living</b>	6	11
<b>Local Businesses Available</b>	4	9
<b>Good Potable Water</b>	4	8
<b>Primarily Single-Family Homes</b>	3	5
<b>Scenic Topography (Areas &amp; Vistas)</b>	2	5
<b>Public Hunting</b>	3	4
<b>Nutrient Management Plan</b>	3	4
<b>ATV Routes</b>	3	3
<b>Park at Wolf Lake</b>	2	3
<b>Hardworking / Compatible Community</b>	2	3
<b>Residents</b>	2	3
<b>Large % Owner-Occupied Properties</b>	2	3
<b>Churches / Holy Land</b>	2	2
<b>Available Open Space</b>	1	2
<b>Water Features</b>	1	1
<b>Clean / Fresh Air</b>	1	1
<b>Diverse Land Uses</b>	1	1
<b>Bicycle / Trail Expansion</b>	-	-
<b>Rural Atmosphere</b>	-	-
<b>Community Events</b>	-	-
<b>Low Volume of Traffic</b>	-	-
<b>Good Schools</b>	-	-
<b>Good Athletic Organizations</b>	-	-
<b>Nursing Home Available</b>	-	-

<b>Weaknesses</b>	<b>Votes</b>	<b>Points</b>
<b>Lack of High-Speed Internet / Internet Options</b>	14	34
<b>State Mandates / Suppressed Local Control</b>	12	30
<b>Wind Turbines</b>	10	27
<b>Poor Cell Phone Reception</b>	11	21
<b>Stress on Roads due to Large Farming</b>	6	11
<b>Aging Community</b>	4	8
<b>Less Local Business</b>	5	7
<b>Fewer Small Farms</b>	4	6
<b>Lack of Trade Skills</b>	4	6
<b>Lack of Jobs for Retaining Young Professionals</b>	4	5
<b>Road Maintenance</b>	3	4
<b>Lack of Transportation / Support Services / Activities for Seniors</b>	2	4
<b>Ability to Accommodate Renewable Energy</b>	2	2
<b>Poor Potable Water</b>	2	2
<b>Inability to Retain Younger People</b>	1	2
<b>Lack of Local Workers for Businesses</b>	1	1
<b>Lack of Population Diversity</b>	1	1
<b>Lack of Young People Involved in Community Service</b>	1	1

<b>Opportunities</b>	<b>Votes</b>	<b>Points</b>
<b>Stick with Small Town Values (Religion, Quality of Life, etc.)</b>	19	42
<b>Expand Internet Service</b>	19	41
<b>Growth in Local Businesses</b>	10	22
<b>Increase Technical Opportunities for Youth (Trades)</b>	7	14
<b>Remain the Same, Especially Natural Resources</b>	8	11
<b>Growth of Diversity in Local Farming</b>	5	10
<b>County Roads for ATV / UTV Use</b>	4	7
<b>Utilize Town's Physical Assets for Recreation</b>	3	6
<b>Opportunity of Grow Local Government Knowledge</b>	3	6
<b>Opportunities (Retain Youth)</b>	3	5
<b>Residential Growth</b>	2	4
<b>Use Planning to Direct Future</b>	2	3
<b>Youth (Realistic Expectations)</b>	1	1

Threats	Votes	Points
<b>Government Mandates</b>	16	42
<b>Government Restrictions (Non-Local)</b>	11	26
<b>Increasing Crime Rate / Crime Getting Closer</b>	13	21
<b>Water Pollution</b>	7	17
<b>Overscale / Oversize Renewable Energy Projects</b>	11	16
<b>Drugs</b>	7	11
<b>Inability of Younger Generation to Live / Locate due to Land / Home Cost</b>	6	11
<b>Lack of Funds to Address Needs</b>	5	11
<b>Taxes</b>	3	6
<b>Opposition to Town Progress</b>	3	5
<b>Lack of Government Participation</b>	1	3
<b>Lack of Police Protection</b>	2	2

On July 27, 2009, residents participated in a similar analysis during the development of the Town’s current Comprehensive Plan. As shown below, many of the answers provided in 2009 closely align with those provided in 2023. Answers which were given during both sessions (2009 and 2023) appear in bold text.

### Strengths (2009)

- **Peaceful and quiet atmosphere**
- **Appreciate rural character**
- Central location near urban areas for shopping and jobs (Fond du Lac and Plymouth)
- The whole Town is in one School District (New Holstein)
- **Great hunting areas**
- Very active snowmobile club (8<sup>th</sup> largest in the state) and great snowmobile trails
- **Excellent joint emergency services (Mt Calvary/Marshfield)**
- **Strong agricultural base**
- Independence from a sanitary district
- **Good air and ground water quality**
- **Good roads**
- **Nursing home and assisted housing for aging town residents**
- **Strong religious base**
- A good relationship with the Village of Mt. Calvary and Village of St. Cloud
- **Strong social relationships and quality people who are friendly and helpful**
- Developing museum in Malone
- St. Lawrence Seminary in Mt. Calvary
- Mt. Calvary Clinic
- **Wolf Lake with County Park and Boat Landing**
- **Good businesses in the area**
- **Sheboygan River**
- Parochial schools
- Recycling center sponsored by the Town of Marshfield
- Mega-farms that create employment
- Wind Turbines that are a “green source” of power
- People who are reforesting the community

### Weaknesses (2009)

- **Lack of Industry**
- **Need fast internet service**
- Only a few areas have cable
- **Cell phone service has large gaps**
- No decent place to swim
- County Park bathroom facilities on Wolf Lake are outdated and need to be replaced
- **Negative effects from Wind Turbines on some residents**

### Opportunities (2009)

- Need for more advanced EMT Training
- **Strive to attract businesses to the Town to create employment opportunities**
- **Development of faster internet services**
- Consider expanding the Town's website by adding business links
- Need for a Health and Fitness Center
- More Wind Turbines in appropriate locations
- Mega-Farms that could generate employment and tax base

### Threats (2009)

- Silting and pollution in town rivers and streams
- **Crime**
- Air and water pollution
- Lack of emergency sirens near the center of the town
- **Federal and State mandates without financial aid**
- **Loss of local windmill regulation**
- Lack of a health and fitness center
- Loss of forestry
- **Impact of more Wind Turbines on nearby residents**
- Mega-farm impact on the environment and town roads
- Uncontrolled subdividing and land development
- Too many access points on certain town roads and the need for access control

