



City of Appleton

100 North Appleton Street
Appleton, WI 54911-4799
www.appletonwi.gov

Meeting Agenda - Final Board of Health

Wednesday, March 12, 2025

7:00 AM

Council Chambers, 6th Floor

1. Call meeting to order

2. Pledge of Allegiance

3. Roll call of membership

4. Approval of minutes from previous meeting

[25-0177](#) Approve the 02.12.2025 Board of Health Minutes

Attachments: [02.12.25 BoardofHealth MeetingMinutes.pdf](#)

5. **Public Hearing/Apearances**

6. **Action Items**

[25-0178](#) Approve the Noise Variance Fee Schedule as identified in the attached document.

Attachments: [Memo NoiseVarianceFee.pdf](#)

7. **Information Items**

[25-0180](#) Program Report: TRH/Short Term Rentals and Health Licensing presented by Todd Schmidt, Environmental Health Technician

Attachments: [TRH BOH Presentation 2025.pdf](#)

[25-0179](#) Health Department Newsletter

Attachments: [March 2025 Newsletter.pdf](#)

8. **Adjournment**

Notice is hereby given that a quorum of the Common Council may be present during this meeting, although no Council action will be taken.

Reasonable Accommodations for Persons with Disabilities will be made upon Request and if Feasible.



City of Appleton

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Meeting Minutes - Final-revised Board of Health

Wednesday, February 12, 2025

7:00 AM

Council Chambers, 6th Floor

1. Call meeting to order

Chair Spears called the meeting to order at 7:00am.

3. Roll call of membership

Present: 5 - Spears, Fuchs, Kane, Alderperson Jones and Mayor Woodford

Excused: 3 - Werth, Vogel and Wolff

2. Pledge of Allegiance

4. Approval of minutes from previous meeting

[25-0039](#)

11.13.2024 Board of Health Meeting Minutes

Attachments: [11.13.2024 Board of Health Meeting Minutes.pdf](#)

Alderperson Jones moved, seconded by Mayor Woodford, that the Minutes be approved. Roll Call. Motion carried by the following vote:

Aye: 5 - Spears, Fuchs, Kane, Alderperson Jones and Mayor Woodford

Excused: 3 - Werth, Vogel and Wolff

5. **Public Hearing/Appearances**

6. **Action Items**

[25-0035](#)

Approve ordinance changes to Chapter 12, Article IV, Noise, as identified in the attached document.

Attachments: [Memo NoiseOrdinanceProposal.pdf](#)

[Noise Ord - Redlined - 2025-01-30.pdf](#)

Alderperson Jones moved, seconded by Kane, that the ordinance changes to Chapter 12, Article IV, Noise, as identified in the attached document be recommended for approval. Roll Call. Motion carried by the following vote:

Aye: 5 - Spears, Fuchs, Kane, Alderperson Jones and Mayor Woodford

Excused: 3 - Werth, Vogel and Wolff

[25-0036](#)

Approve Schedule of Deposits changes to Chapter 12, Article IV, Noise, as identified in the attached document.

Attachments: [Memo_ScheduleofDepositsProposal.pdf](#)

Aldersperson Jones moved, seconded by Fuchs, that the Schedule of Deposits changes to Chapter 12, Article IV, Noise, as identified in the attached document be recommended for approval. Roll Call. Motion carried by the following vote:

Aye: 5 - Spears, Fuchs, Kane, Aldersperson Jones and Mayor Woodford

Excused: 3 - Werth, Vogel and Wolff

[25-0034](#)

Hearing of Appeal of Dangerous Animal Declaration
The Board of Health may go into closed session according to Wis. Stat. § 19.85(1)(a) for the purpose of deliberating an appeal of a dangerous animal declaration and then reconvene into open session.

Attachments: [01162025_DangerousAnimalDeclaration_Chewy.pdf](#)
[01162025_DangerousAnimalAppeal_Chewy.pdf](#)
[A24059979 Narrative_Redacted_and_Images.pdf](#)
[02122025_DangerousAnimalDeclarationDecision_Chewy.pdf](#)

Aldersperson Jones moved, seconded by Kane, that the Board of Health may go into closed session according to Wis. Stat. § 19.85(1)(a) for the purpose of deliberating an appeal of a dangerous animal declaration and then reconvene into open session. Roll Call. Motion carried by the following vote:

Aye: 5 - Spears, Fuchs, Kane, Aldersperson Jones and Mayor Woodford

Excused: 3 - Werth, Vogel and Wolff

Mayor Woodford moved, seconded by Kane to reconvene into open session. Roll Call. Motion carried 5/0. No action was taken in Closed Session.

Mayor Woodford moved, seconded by Fuchs, that the Dangerous Animal Declaration of Respondent's dog, Chewy be approved. Roll Call. Motion carried by the following vote:

Aye: 4 - Spears, Fuchs, Aldersperson Jones and Mayor Woodford

Nay: 1 - Kane

Excused: 3 - Werth, Vogel and Wolff

Aldersperson Jones moved, seconded by Kane, the requirements of Appleton Municipal Code 3-132 Dangerous Animal Declaration of Respondent's dog, Chewy be approved as amended. Roll Call. Motion carried by the following vote:

Aye: 5 - Spears, Fuchs, Kane, Aldersperson Jones and Mayor Woodford

Excused: 3 - Werth, Vogel and Wolff

7. Information Items

[25-0037](#)

Q4 Heath Department Quarterly Report

Attachments: [Q4 2024 Quarterly Report.pdf](#)

[25-0038](#)

Health Department Newsletter

Attachments: [January 2025 Newsletter.pdf](#)

8. Adjournment

Mayor Woodford moved, seconded by Kane, that the meeting be adjourned at 9:45am. Roll Call. Motion carried by the following vote:

Aye: 5 - Spears, Fuchs, Kane, Alderperson Jones and Mayor Woodford

Excused: 3 - Werth, Vogel and Wolff



DEPARTMENT OF
**PUBLIC
HEALTH**

MEMORANDUM

Date: 3/4/2025

To: Board of Health and Common Council

From: Charles E Sepers, Jr, PhD, Health Officer/Director

Subject: Noise Variance Fee Schedule Proposal

Purpose and Background

The process of issuing noise variances—which temporarily suspend the noise ordinance for events exceeding the Municipal Code's noise limits, typically for live music—remains time-consuming for staff despite multiple process improvements, automations, and policy revisions. Noise variances granted to retail food establishments serving meals and taverns have led to frequent neighbor complaints, requiring technical assistance and mediation by city staff. Nevertheless, live music and special events remain vital pillars of cultural expression and entertainment, contributing significantly to Appleton's thriving tourism economy.

As part of the Appleton Common Council's Approval of the 2025 budget, a new revenue line item for noise variance fees to the Appleton Health Department was approved. After much deliberation, comparison of comparable communities, and internal and external stakeholder discussions, the noise variance fee schedule is presented to the Board of Health and Appleton Common Council for consideration.

Fee Schedule

\$75 per month for any noise variance requests covering a calendar month, (regardless of whether residential or commercial). There is no limit on the number of days that can be included within a single monthly variance. Requests spanning multiple months will require separate variances at \$75 per month.

\$50 per week for any noise variance request covering a single calendar week (regardless of whether residential or commercial). For weekly requests, there is no limit on the number of days requested within that week. Requests for multiple weeks in the same month may instead be processed as a monthly variance at \$75 per month.

\$25 per day for any noise variance request covering a single day (regardless of whether residential or commercial). If multiple dates are requested within the same calendar week (Monday–Sunday), the weekly rate of \$50 will apply.

The following entities would be exempt from the fee schedule, but would otherwise be subjected to the terms outlined in the Appleton Municipal Code:

- Non-profit entities
- Special Event License holders
- Those renting park or pavilion amenities through the Department of Parks and Recreation
- Conditional Noise Variances as approved by the Board of Health

Recommendation

We request that the Common Council, by way of the Board of Health, adopt the proposed noise variance fee schedule. The fee schedule, outlined here, will achieve the projected revenue approved by the Common Council within the 2025 Budget.



TOURIST ROOMING HOUSE LICENSING AND ENFORCEMENT 2025

PRESENTATION BY TODD SCHMIDT,
ENVIRONMENTAL HEALTH TECHNICIAN

Start Slide

OVERVIEW

BACKGROUND

LICENSING PROGRESS

CHALLENGES



DEPARTMENT OF
**PUBLIC
HEALTH**

WELCOMING VISITORS

- EAA
- Mile of Music
- Performing Arts Center
- Green Bay Packers
- Lawrence University
- Youth Sports
- Fox Cities Exhibition Center
- Oktoberfest
- Jones Park Events

Tourism



ECONOMIC IMPACT

Income Property

Wide range of ownership

- Homeowners supplementing income
- Investment properties
- Passive retirement income
- Real estate management
- Corporate housing
- Long-term to short-term units
- \$6.6M potential host revenue in Appleton

Short-term rental statistics in Appleton?

A typical short-term rental listing in Appleton is booked for **223 nights** a year, with a median occupancy rate of **61%** and an average daily rate of **\$131**. In 2023, a typical host income (annual revenue) was **\$30,375**. As of 16th November, 2024, there are **218** active Airbnb listings. [See short-term rental data in Appleton.](#)

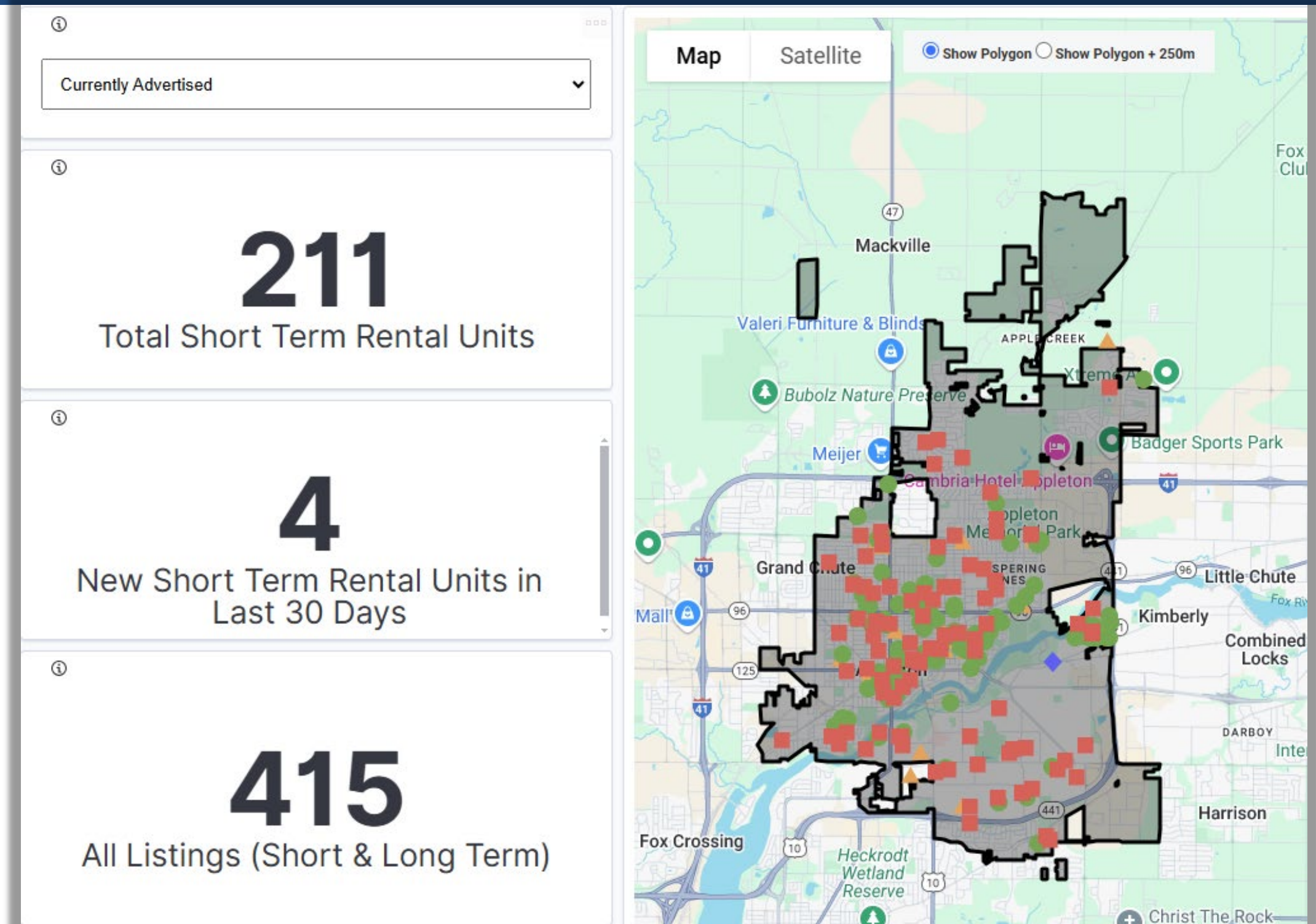
Source: Airbtics.com

GROWING MARKET

Since 2020:

- US total marketplace listings have increased by 65%
- “Small city / rural” travel locations are the highest growth segment
- Appleton TRH licenses have increased by over 850%

Listing updates weekly

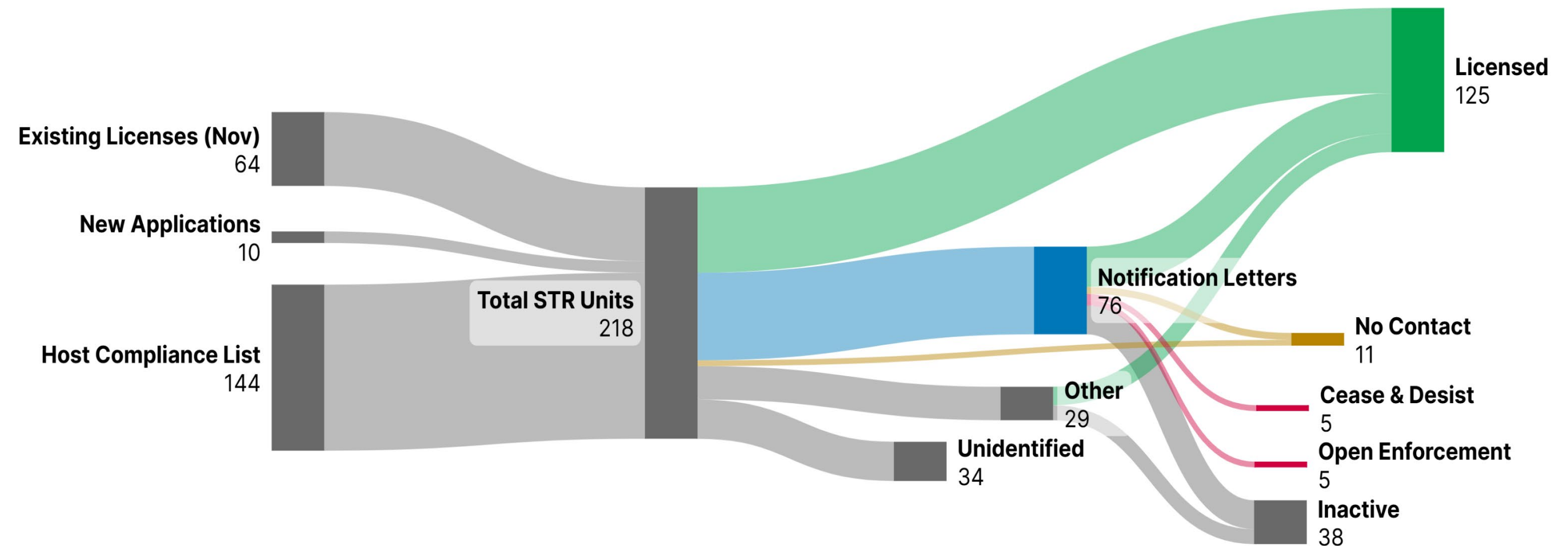


3-MONTHS OF DATA

Unlicensed Lodging Facility Notices

- 90% response rate
- 50/50 licensed vs withdrawal
- 40+ new licenses
- 21 pending inspections

Appleton TRH Compliance February 2025



LICENSING



DEPARTMENT OF
**PUBLIC
HEALTH**

HEALTH AND SAFETY OF THE GUESTS

COMMUNITY IMPACT

MONITOR HOUSING & RENTALS

FAIR MARKET COMPETITION

HEALTH AND SAFETY OF GUESTS



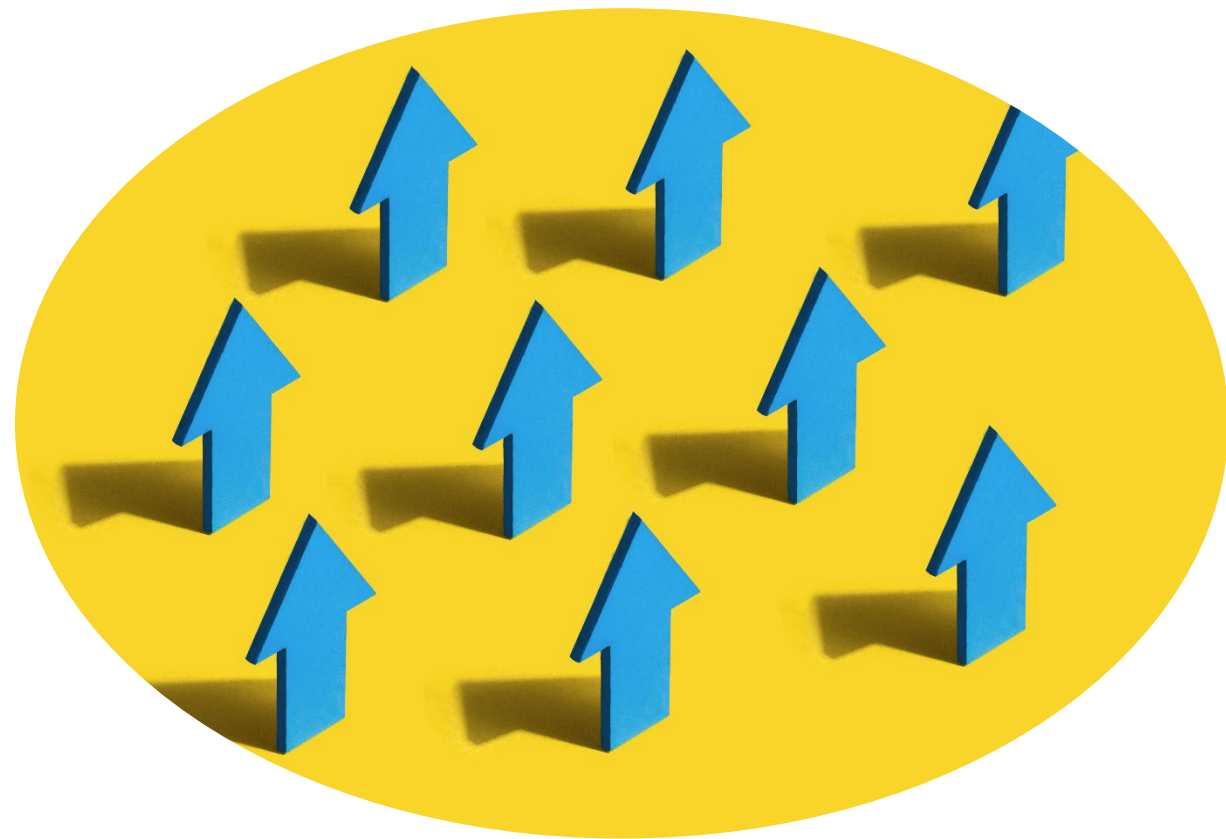
- Cleaning and sanitizing processes
- General cleanliness of the facility
- Building code and fire safety
- Occupancy regulations
- “Slips, trips, and falls”
- Security
- Pest control

COMMUNITY IMPACT



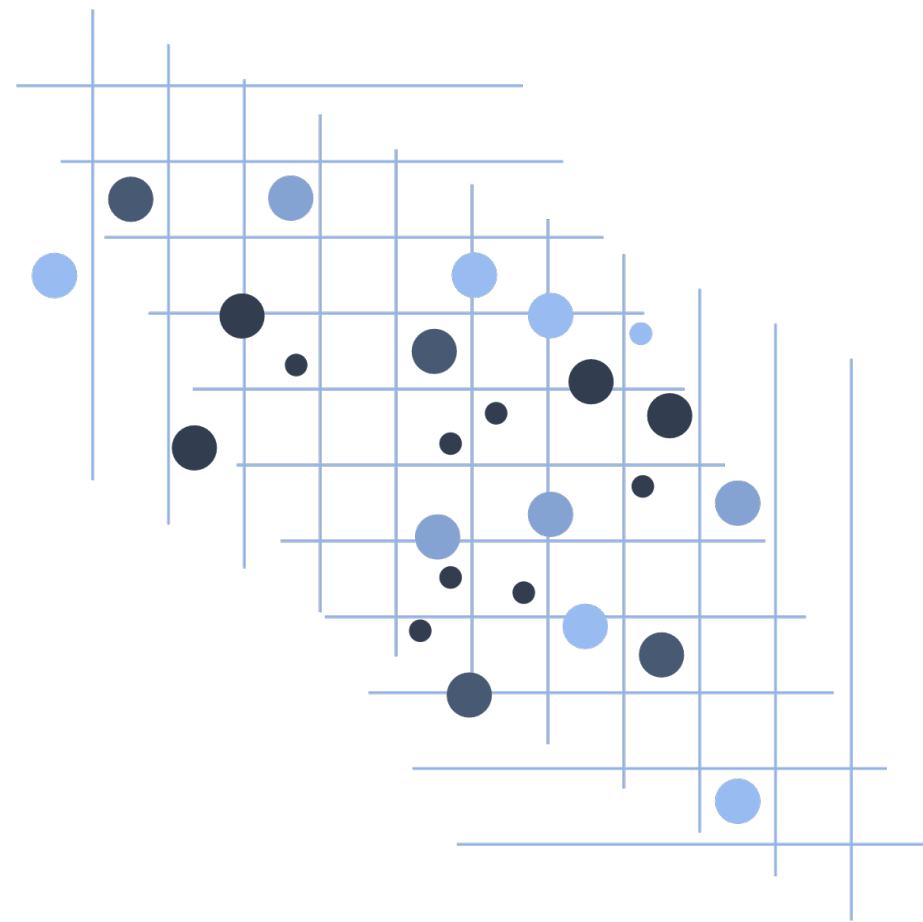
Education	Educate hosts on local ordinances
Preservation	Preserve neighborhood character
Maintain	Maintain standards and livability
Outreach	Outreach point of contact

MONITOR HOUSING & RENTAL MARKET



	TRH Units Listed	TRH Units Licensed	% of total listed online that are licensed
July 2024	254	85	33%
Feb. 2025	209	104	50%
July 2025	225 (est.)	150 (est.)	67%

FAIR MARKET COMPETITION



Enforcement

Curb illegal facilities and unsafe practices by operators



Protection

Minimize fluctuations in the housing market, rental stock



Legal

Manage legal issues and overall compliance for renters and owners

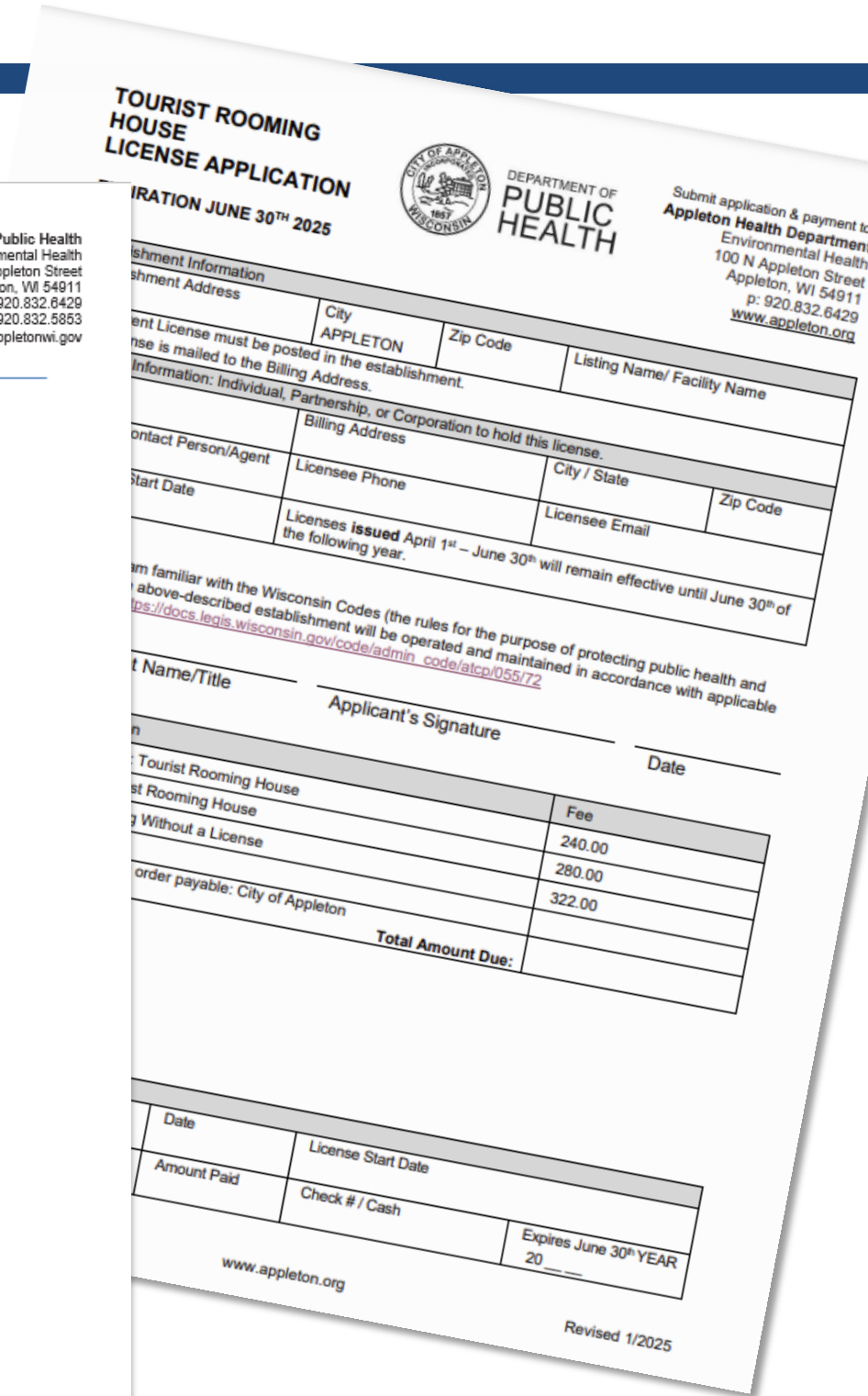
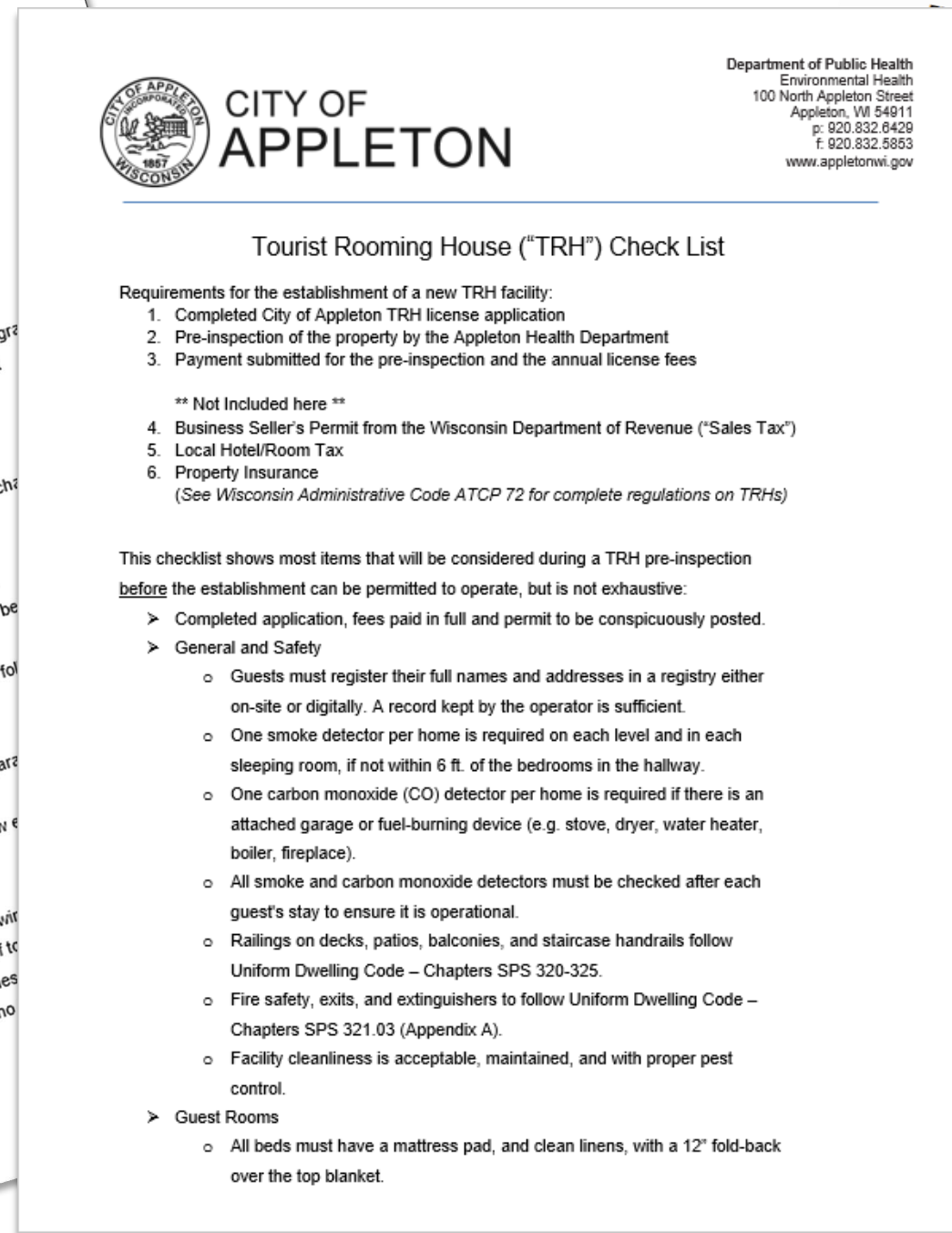
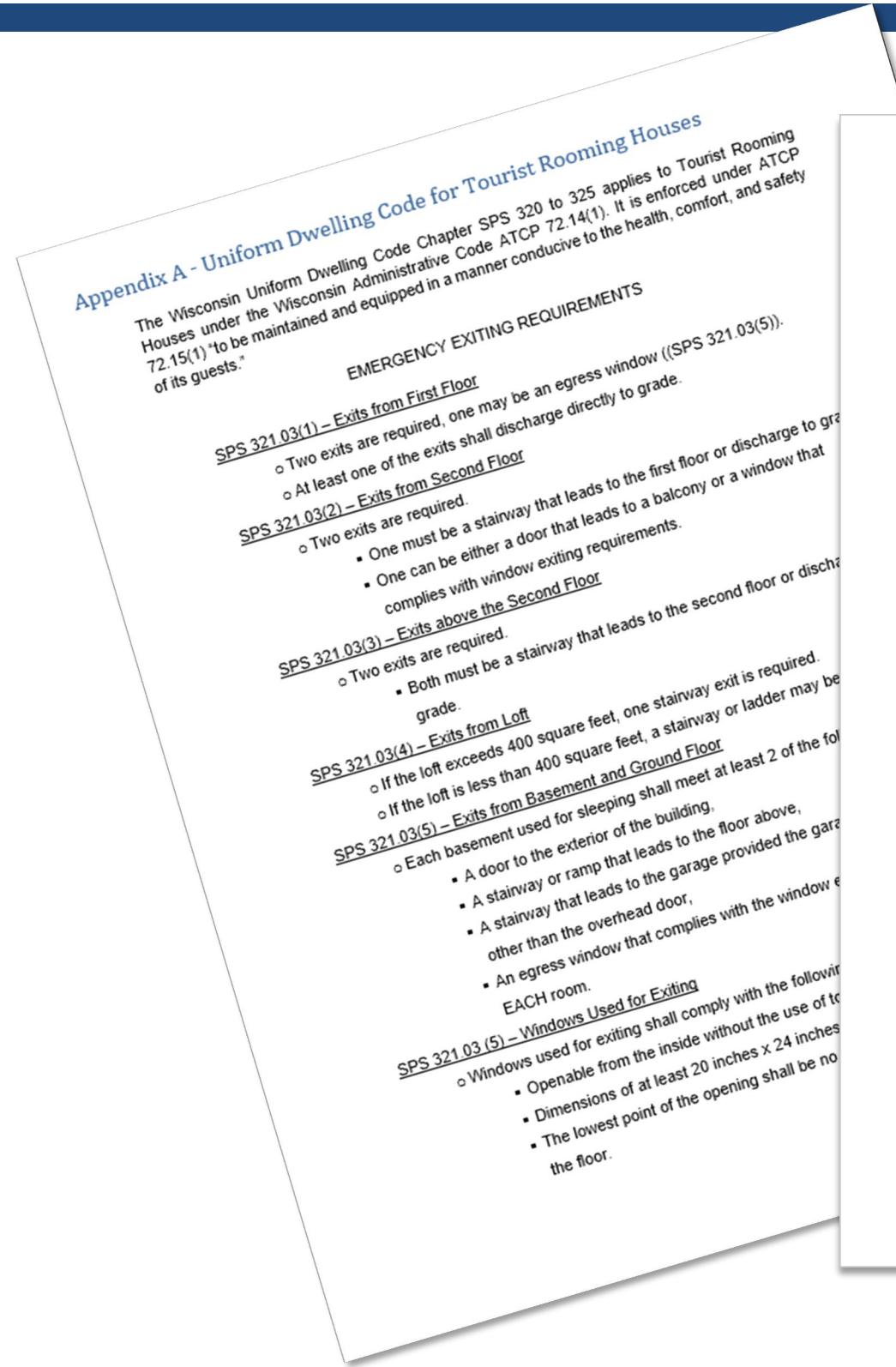


Fair

Everyone plays by the same rules

APPLICATION ON INFORMATION

People inquiring about the application process are given information on what a pre-inspection involves and an easy 1-page application.



CHALLENGES



DEPARTMENT OF
**PUBLIC
HEALTH**

MISINFORMATION ONLINE

COMMON ISSUES

COMPLEX FACILITIES

What is considered a short-term rental?

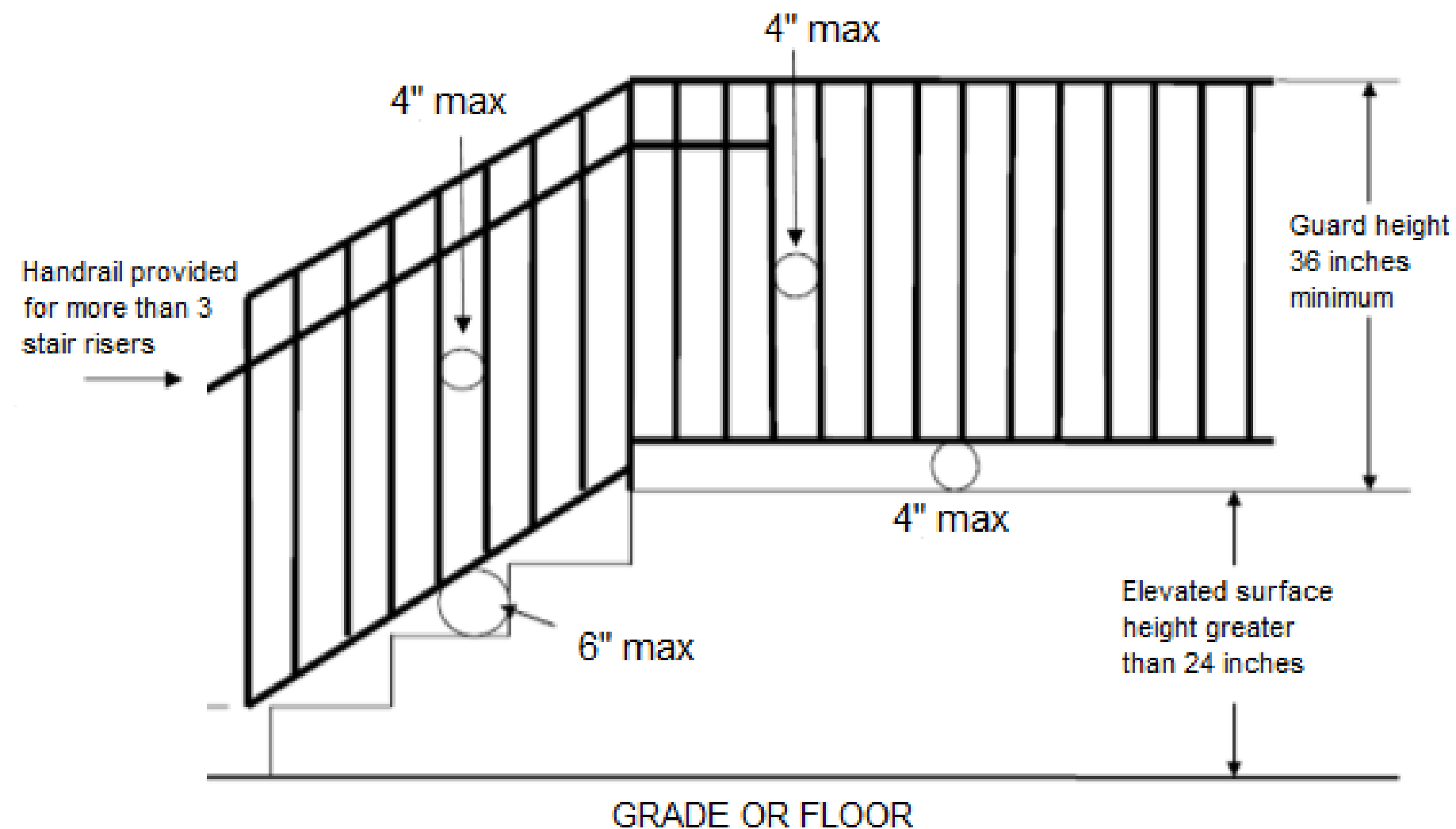
Terminology

State regulations (ATCP 72) define this as:

1. Any rental period of less than 60 days and;
2. To a tourist/transient* and;
3. For a fee to lodge overnight.

**Tourist/transient – an individual seeking temporary accommodations away from their primary residence for vacation, pleasure, culture, business, or employment.*

GUEST SAFETY



"Slips, Trips and Falls"

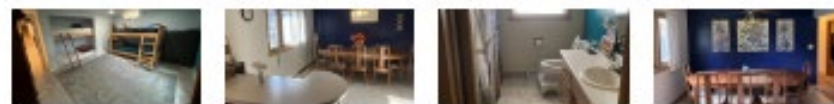
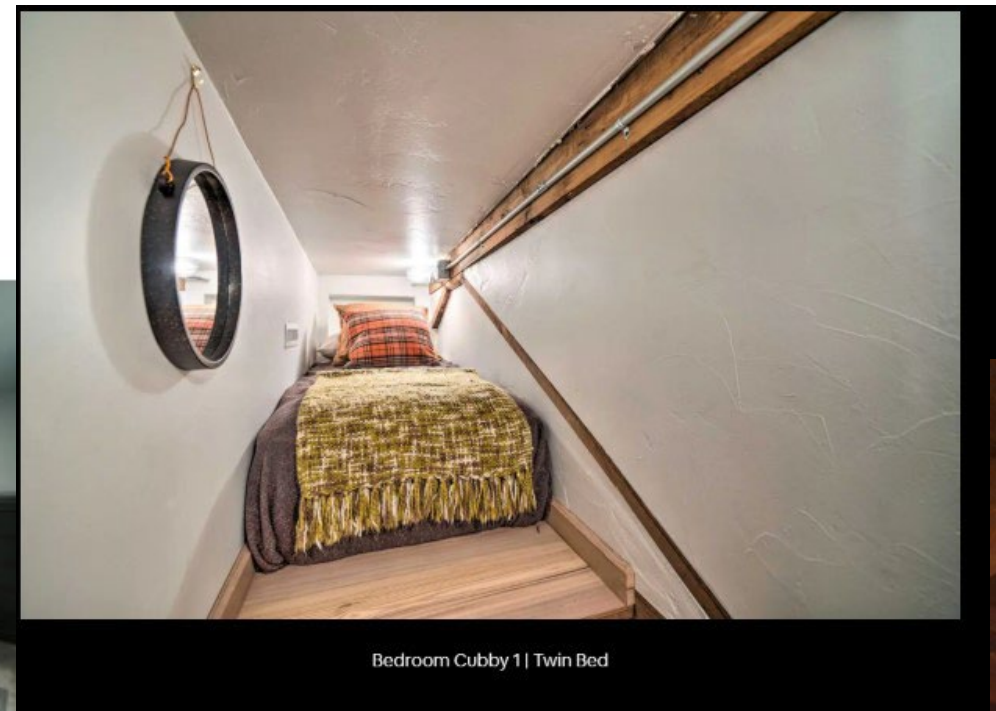
Common Issues

- Porch / balcony guardrails
- Tub / shower surface
- Smoke alarms
- Outdated standards

ATCP 72.15(1) "to be maintained and equipped in a manner conducive to the health, comfort, and safety of its guests."

SLEEPING ACCOMMODATIONS

Defined minimum square footage for sleeping area with emergency exiting requirements, clean linens, mattress covers, bunk rails, etc.



What is a commercial property?

Terminology

Single- and Two-family dwellings are properties where most TRH facilities fall under

A multi-family dwelling is any facility with 3 or more attached dwelling units, or “keyed units.”

Multi-family dwellings are classified as commercial properties and are subject to stringent guidelines under the International Building Code (IBC). A multi-family dwelling housing tourists/transients requires an “R-1” occupancy permit under IBC.

This also includes housing more than 10 people in a single-family home or duplex

MULTI-AGENCY APPROACH



Residential buildings used as TRH facilities need to comply with the commercial building code

Complex requirements for “R-1 occupancy” because of a higher risk rating in housing transient guests

- Fire and Building Inspection
- Zoning and Licensing
- Cease & Desist on 7 properties = 37 units of illegal lodging



THANK YOU

T o d d S c h m i d t
E n v i r o n m e n t a l H e a l t h T e c h n i c i a n
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03.2025

NEWSLETTER

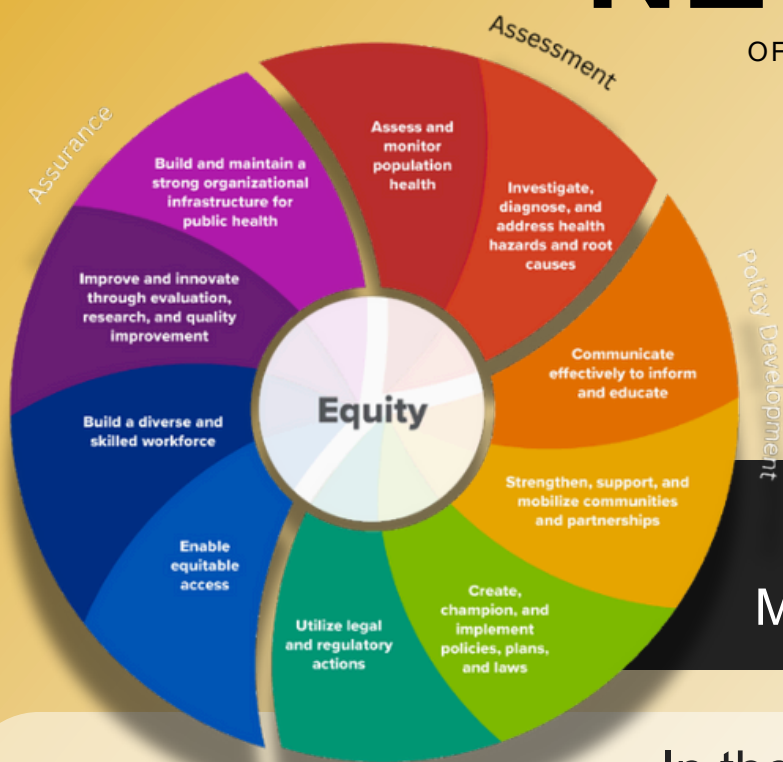
OF THE APPLETON PUBLIC HEALTH DEPARTMENT

IN THIS ISSUE:

AHD Opens Milk Depot

Community Partner: Mothers' Milk Bank of the Western Great Lakes

Meet Jess



VISION: Health for all, together.

MISSION: Facilitate equitable community wellbeing through education, health promotion, and response to public health needs.

In the News: Milk Depot Now Open

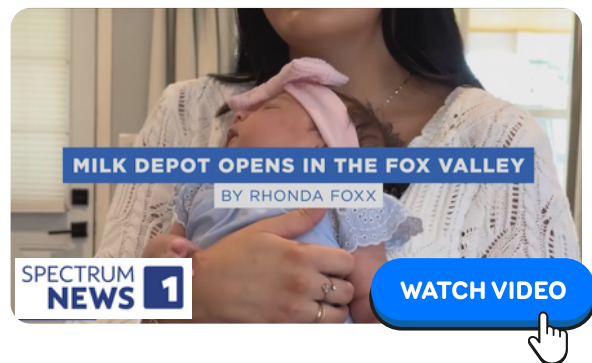
10 Essential Public Health Services

Each month, the Appleton Health Department Newsletter features stories about how we are achieving each of the 10 Essential Public Health Services. This month, we focus on:

Essential Public Health Service #4 Strengthen, support, and mobilize communities and partnerships to improve health

Media Coverage Credits:
Post Crescent, WFRV, WTAQ 97.5 FM, WLUX Fox 11 News, Spectrum News 1

The Appleton Health Department has been making headlines recently with the launch of our new milk depot, in collaboration with Mother's Milk Bank of the Western Great Lakes. Take a look at all the media coverage we've received!



Community Partners

Mothers' Milk Bank of the Western Great Lakes

The Appleton Health Department is proud to become a human milk depot for the Mothers' Milk Bank of the Western Great Lakes (MMBWGL).



Joining the network of depots across the region strengthens, supports, and mobilizes our communities to improve public health. Milk depots collect donated human milk from lactating parents, providing a critical resource for infants in need, especially premature or medically fragile babies.

By establishing milk depots, local communities mobilize resources to address infant health needs, connecting parents, healthcare providers, and MMBWGL to ensure vulnerable infants receive vital nutrition for optimal health. The milk depot creates a platform for local collaboration, fostering partnerships among hospitals, pediatricians, lactation consultants, and the Appleton Health Department, all working together to support at-risk infants.

While expanding the network of available depot locations, opening our new milk depot also promotes public health education, raising awareness about breastfeeding's benefits for all infants. Moreover, the milk depot builds a culture of care and mutual support, where community members come together to help those in need. By becoming a milk depot, the Appleton Health Department strengthens both the health of infants and the community's ability to address public health challenges collaboratively.

Resources

[Mothers' Milk Bank of the Western Great Lakes](#)

[Board of Health Calendar](#)



Meet Jess

Jess Moyle, a public nurse with 17 years of experience, specializes in supporting pregnant women, families, and children. As a Lactation Consultant in the Appleton Health Department, she provides home visits, educates childcare providers, and advocates for breastfeeding-friendly spaces. Former president of the Breastfeeding Alliance of Northeast Wisconsin, Jess helped create a lactation policy for City of Appleton employees. Passionate about public health, she focuses on prevention and healthy family systems. Jess encourages family support beyond breastfeeding, emphasizing teamwork. Outside of work, she enjoys camping with her spouse and three children.

Photo Credit: Post Crescent, Jess pictured with her youngest child at opening of the City of Appleton Employee Lactation Room.



Public Health
Prevent. Promote. Protect.

