

Village of Iola Ordinance Committee Meeting Minutes
Tuesday, September 11, 2025, at 4:30 PM
180 South Main Street, Iola, WI 54945, Iola Village Hall, Clerk's Office

Meeting called to order at 4:30 PM by Chairman Aaron Messier. Open meeting statement was read followed by the Pledge of Allegiance.

Roll call: Members Present: Aaron Messier, Alan Bauer, Pamela Parks, Sharyl Peterson, Jennifer Schustek and Dave Harper. Others present: Danna Schmidt, Greg Loescher, Mark McCoy, Steve Steeber and Sherri Miller, Paul Zierler, Police Chief; Laura J. Krogwold, Clerk/Treasurer and Missy Fenn, Deputy Clerk/Treasurer

Public Comment

Sherri Miller-Transparency & music

D. Harper made a statement that tonight's meeting is the review of the last three ordinances before sending them off to MuniCode.

No action taken on Music and Noise Ordinance

Motion made by D. Harper to adopt the mural definition as follows: MURAL means an artwork, typically a large-scale painting, that is applied or affixed to a wall or other permanent surface, serving purposes from aesthetic improvement and historical preservation to communication and tourism. A mural does not promote or sell current commercial products or services at the property where it is located. Motion seconded by P. Parks. Motion passed.

Motion made by D. Harper to adopt the following mural ordinance in the Signs and Billboards chapter of the ordinance book:

MURAL

*1.) **Applicability.** A mural is any inscription, artwork, figure, urban wall art, marking, or design that is marked, etched, scratched, drawn, or painted directly on a wall, ceiling, or other permanent surfaces. Painted graphics that are murals, mosaics, or any type of graphic art that are painted or affixed on a wall or fence and do not contain advertising symbols, trademarks, or other references to the premises, products, or services that are provided on the premises where the graphics are located or any other premises, are not signs for the purposes of these regulations. When any graphic (public or private) is installed on other than a wall or fence or contains advertising symbols, trademarks, or other references to the premises, products, or services, such display shall be treated as its appropriate sign classification and must adhere to requirements detailed for that specific sign classification.*

(2) Standards

(a) Mural permit.

- 1. No mural shall be installed on public or private property unless a mural permit has been issued by the Iola Village Clerk's Office.*
- 2. Murals shall not be counted towards signage size or quantity maximums (see mural definition).*
- 3. The Village Clerk's Office shall review the proposed mural and approve, deny, or modify the application.*
- 4. Planning and Zoning Committee shall review application and determine whether the application is complete and fulfills the requirements of this chapter.*

5. *Planning and Zoning Committee shall bring the application before the Village of Iola Board of Trustees for final approval or denial.*

(b) Application requirements: permit application shall contain, but is not limited to, the following information:

- 1. Map showing the location of the proposed mural.*
- 2. A scale drawing and color photo of the proposed media (canvas) showing the proposed size and placement of the mural.*
- 3. Example artwork from the artist.*
- 4. A colored drawing of the proposed mural.*
- 5. A description of the proposed maintenance schedule includes the timeframe (or the life of the mural and the method for removal, if applicable. An agreement to uphold the submitted maintenance schedule will be required. Maintenance and repairs will be at the expense of the artist, building owner, and/or commissioner(person or entity that commissions the mural). Any mural that is not maintained per the submitted maintenance schedule or is chipped, peeling, or in any way unsightly, will be required to be removed at the cost of the property owner.*

(c) Design standards.

- 1. The proposed mural will not have an adverse impact on the safe and efficient movement of vehicular or pedestrian traffic.*
- 2. The proposed mural is well integrated with the media's design and other elements or the property and enhances the architecture or aesthetics of a building, wall, or other media.*
- 3. The media (canvas) for such graphics shall be inspected by the Village and must be determined to be in good repair. If the selected media (fence or wall) is determined to not be in good repair, repairs shall be required in order for the submission to be approved.*
- 4. The mural will not have any detrimental effects on the structural integrity of the wall on which it is applied/affixed.*
- 5. The proposed mural is culturally and historically appropriate and does not contain any political or vulgar messaging.*
- 6. The graphic shall be produced using high-quality paint to ensure the longevity of the graphic.*

Motion seconded by A. Bauer. Motion passed.

No action taken on E-Scooter ordinance.

No other business came before the board.

Motion made by D. Harper, seconded by S. Peterson to adjourn. Motion carried.

Meeting adjourned at 5:51 PM.