

# The Cutting Edge



Volume 15, Issue 9 September 2024

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## PRESIDENT'S MESSAGE

By Matt Lefeber, Wrightway Home Improvements LLC

Hello MSHBA Members, I would like to start off this month by saying thank you to all who participated in our annual trap shoot. We had a record turn out this year with 70 shooters and a three way tie for first! We had a shoot off for the top prize and Jordan Brandt came out on top as the Top Gun. The Junior Top Gun

was Blake Levknecht, and the Top Team was the Winnebago Eastshore Conservation Club. Congratulations to all three of our winners.

The Home Planning Guide will be going out this year again. Get your ads in to Tena. The Guide reaches 18,000 homes and businesses and is a great way to advertise. I would like

to extend a thank you to Advanced Custom Geothermal, Chilton Furniture, and Potter Building Supply. They are this years Premier Media sponsors. Thanks for the continued support.

Thanks for reading and have a good month.

Matt Lefeber

### CALENDAR OF EVENTS:

- September 15 Home Planning Guide Advertising Deadline
- Oct. 8 MSHBA BOD/ GM Meeting  
5:30 pm BOD Meeting  
6:30 pm GM Meeting  
Roepke's Village Inn
- Oct. 10 WBA Member Meeting Day virtual

**MSHBA's office will be closed October 12-26**

## OCTOBER MEETINGS

October 8

Roepke's Village Inn  
Charlesburg

5:30 pm Board of Directors Meeting  
6:00 pm Cocktails  
6:30 pm GM Meeting & Dinner off the Menu  
Bring a guest and see what our association is about.

## JERRY ARENZ MEMORIAL TRAP SHOOT



THANK YOU FOR YOUR SUPPORT!

# MSHBA Membership



**2024 MSHBA OFFICERS**

- President: Matt Lefeber**  
*Wrightway Home Improvements*  
920-923-0721
- President-Elect: Derek Fritsch**  
*Green Hammer Construction LLC*  
920-905-3513
- Treasurer: Julie Schmitz**  
*K & J Construction and Design LLC*  
920-849-8811
- Secretary: Open Position**
- Past-President: Kevin Schmitz**  
*K & J Construction and Design LLC*  
920-849-8811

**2024 DIRECTORS**

- Jerry Mallmann**  
*Chilton Furniture*  
920-849-9023
- Dave Amel**  
*Premier Properties Realty, LLC*  
920-980-4477
- Nick Zurn**  
*Precision Floors & Decor*  
920-400-1123
- Jennifer Schad**  
*Kraus Construction Inc.*  
920-905-2853

**WBA Directors**  
Dan Schneider

**NAHB Delegate**  
Kevin Schmitz

**NAHB Alternate Delegate**  
Open Position



PO Box 125  
New Holstein, WI 53061  
[www.midshoreshomebuilders.com](http://www.midshoreshomebuilders.com)

**Executive Officer Tena Hartwig**  
2104 Mary Ave.  
New Holstein, WI 53061  
Phone (920) 539-9014  
[hartwigs1@charter.net](mailto:hartwigs1@charter.net)

## MEMBERSHIP... the Ultimate Building Resource

### THANK YOU FOR RENEWING YOUR MEMBERSHIP!

Schneider & Schneider Construction Inc.—  
Charter Member of 26 years!  
Darboy Stone & Brick—19 years

### Mid-Shores HBA offers a 3-Pay Dues Payment Program...

MSHBA offers an option to pay your dues in three consecutive monthly payments of \$150.00. Your membership will take into effect on your final payment. A 3-Pay Dues payment contract will be included with your renewal statement.

**100% of Members have renewed their Membership in 2024! AND MSHBA has the top retention rate in the state!**



### WBA Member Benefits...

- Kwik Trip Rewards
- Contracts/Forms
- Member Hotline
- Insurance
- Rebate Form
- Continuing Education
- Coaching & Consulting



Even More Benefits are available at [www.wisbuild.org/member-benefits](http://www.wisbuild.org/member-benefits)

### WBA Member Events:

- Member Meeting Day—October 10
  - Trends in Housing—November 14
- [www.wisbuild.org](http://www.wisbuild.org)

## MSHBA'S 2024 Home Planning Guide

October 2024

Advertising Deadline:

September 15

Advertise your Business in the Home Planning Guide!

Advertising Packet: Pages 4-6  
Premier Media Sponsors:



## Volunteer to Serve in a MSHBA Leadership Position Secretary Needed

MSHBA's Board is looking for a member to fill an open Officer term in 2024.

Open Position: Secretary (1-year term)

### OCTOBER MEETINGS

October 8 at Roepke's Village Inn  
5:30 pm BOD | 6:30 pm GMM

## Thank you for your support of MSHBA's Jerry Arenz Memorial Trap Shoot!

The shoot was a huge success and we had great weather! 70 shooters vied for the TOP GUN title; the honor was earned by Jordan Brandt! After a 3 person shoot-out, Jordan won with a score of 71. The JUNIOR TOP GUN is... Blake Levknecht, with a score of 36 and the TOP TEAM is... Winnebago Eastshore Conservation Club, with a team score of 208. Vande Hey Brantmeier won the early bird shell drawing. Tyler Pethan won the MYSTERY BOX. Congratulations!

Also a special thank you to the Jerry Arenz family and the Winnebago Eastshore Conservation Club for hosting us!

## JERRY ARENZ MEMORIAL TRAP SHOOT



### Thank you Sponsors and Committee!

**Station:** Christel & Heiberger Builders Inc., Kraus Construction Inc. & Drexel Building Supply

**Top Gun Sponsor:** Birschbach Builders LLC

**Event Sponsor:** Wrightway Home Improvements

**Mystery Box & Raffle Sponsors:** Chilton Furniture, Kwik Trip, Fleet Farm, Potter Building Supply, Premier Properties Realty LLC, Kraus Construction Inc., New Holstein True Value, Altona Supper Club, Piggly Wiggly, Café on Calumet, Korner Kitchen, Riverview Family Restaurant, and Carol Arenz, and K & J Construction and Design LLC

**Early Bird:** K & J Construction and Design LLC

**Shooters:** 70

Special thanks to everyone that donated raffle prizes and provided food!

# MID-SHORES HOME BUILDERS ASSOCIATION INC



# 2024 HOME PLANNING GUIDE

## Book Advertising & Sponsorship Packet

### HOME is now more important than ever!

*Homeowners are seeking out flexible spaces that reflect their changing needs and modern lifestyle.*

It is our hope that the **2024 Home Planning Guide** will provide a direct and immediate benefit to area builders, sub-contractors, and suppliers as it provides the opportunity to showcase the latest homebuilding products and services our area can provide.



“Commitment to community, quality and professionalism is our motivation”



MID-SHORES HOME BUILDERS ASSOCIATION, INC.  
**2024 Home Planning Guide**  
**Book Advertising & Sponsorship Opportunities**

Mid-Shores Home Builders Association, Inc. (MSHBA) is pleased to announce that we will again publish a **Home Planning Guide** in October. Due to the low number of parade entries, MSHBA has decided not to host an in-person Parade of Homes this fall. The **Home Planning Guide** will replace the in-person parade this year, thereby giving homeowners a timely resource that can be viewed in their home or online.

**Why your business should advertise in the Home Planning Guide**

Home is now more important than ever. Homeowners have reevaluated what areas in their home they would like to modernize to fit their changing needs and are looking for the best option for their budget. The Guide will feature articles that educate homeowners on Home Buying, Maintenance, Remodeling, Sustainability and Trends preferred by different generations. It is our hope that the **2024 Home Planning Guide** will provide a direct and immediate benefit to area builders, sub-contractors, and suppliers as it provides the opportunity to showcase the latest homebuilding products and services our area can provide.

**Mid-Shores Home Builders Association Inc.** invites you to participate as an advertiser and/or sponsor of the **2024 Home Planning Guide**. Your support of this media event at any of the following levels will be greatly appreciated

**Home Planning Guide Advertising**

The Home Planning Guide will feature the same high-quality, full color look as in our past Parade of Homes book with a circulation of 18,000 within the area via newspaper (the Tempo and Sheboygan Sun). Additional copies will be available for pickup at member locations and the guide will be available for download on our website. The high-quality, full-color glossy 8 1/2" x 11" books will include advertising opportunities which are not limited to MSHBA members. The Parade of Homes Committee has again selected Zander Press, Inc., of Brillion, to design and publish the book. **Please purchase your ad by September 15, 2024 by completing the enclosed advertising contract. All high resolution (300 dpi or better) camera ready ads and advertising copy or prepared layout with camera ready logo and/or artwork should be sent directly to Mid-Shores HBA.** Ads from previous MSHBA Parade of Homes publications are on hand and can be repeated without changes, if desired.

**Premier Media Sponsor: \$1000 MEMBERS, \$1500 NON-MEMBERS – ~~limited to 3~~ – SOLD OUT**

Premier Media sponsors will receive a full-page prime location ad in the Home Planning Guide (inside front cover, back cover, inside back cover), name and/or logo representation on the front cover of the guide, and name and/or logo representation on our website and Facebook page.

Thank you for your kind consideration of this opportunity. If you have any questions or would like additional information, please do not hesitate to contact our MSHBA office or a committee member.

Very Truly Yours,

Tena Hartwig  
 Executive Officer

**2024 Parade of Homes Committee**

**Chairperson**

**Julie Schmitz**  
*K & J Construction and Design LLC*  
 920-849-8811

**Committee Members**

**Jenny Pitzen**  
*Christel & Heiberger Builders, Inc.*  
 920-898-2820

**Dave Amel**  
*Premier Properties Realty LLC*  
 920-980-4477

**Bill Weber**  
*Pella Windows & Doors of WI*  
 920-435-3791

**Jennifer Schad**  
*Kraus Construction Inc.*  
 920-905-4853



MID-SHORES HOME BUILDERS ASSOCIATION, INC.
2024 Home Planning Guide
Ad Order Contract

Ad Order Contract | Deadline: September 15, 2024

Table with columns: Full Color Glossy Camera-Ready Ad Rates, MSHBA Members, Non-members. Includes a starburst graphic with '18,000 Circulation'.

ADVERTISER INFORMATION

Date: \_\_\_\_\_
Company: \_\_\_\_\_
Advertiser/Contact Person(s): \_\_\_\_\_
Address, City, State, Zip: \_\_\_\_\_
Phone: \_\_\_\_\_ Email: \_\_\_\_\_
Sponsor/Ad Size: \_\_\_\_\_ Rate: \_\_\_\_\_

- Design Services \$25
Please invoice
Full payment is attached with this contract. Thank you.

Payment of all ads must be received by September 15, 2024 to be included in the 2024 Home Planning Guide.

Signature \_\_\_\_\_ Sold By \_\_\_\_\_

All contracts must be returned to MSHBA along with ad copy not later than September 15.

All high resolution (300 dpi or better) camera ready ads and advertising copy or prepared layout with camera ready logo (300 dpi or better) and/or artwork should be submitted electronically directly to Mid-Shores HBA. Camera ready ads should be sized to the above specifications.

E-mail Ads to: hartwigs1@charter.net | Please return contract and payment to:

# Trends in Housing Conference

Are you ready to step into the future of residential living? Join us at the highly anticipated Trends in Housing Conference, where innovation, insights, and inspiration converge to shape the next era of housing excellence.

**THURSDAY, NOVEMBER 14**  
**Madison Marriott West | Middleton**  
**8:30AM - 3:00PM**

**YOU'RE INVITED!**



## TOPICS TO BE COVERED

- Top 10 FAQs on the Uniform Dwelling Code
  - The Smarter, More Connected Home
  - Understanding the Impact of Zoning & Governance Policies in Residential Construction
  - Navigating Legal Challenges in the Building Industry
- ...plus a presentation by NAHB economist!

Scan the QR Code or visit [association.wisbuild.org/eventcalendar](http://association.wisbuild.org/eventcalendar) to register!



CONTINUING EDUCATION CREDITS WILL BE AVAILABLE

NAHB **IBS**™

Feb 25-27, 2025  
Las Vegas

# REGISTER IN SEPTEMBER & SAVE\*

FREE Expo Pass | \$425 Expo+Education Pass

\* NAHB Member pricing valid September 3-30, 2024 | See BuildersShow.com/fees-and-deadlines for details



Members of our local association are automatically NAHB members, which means that you and your employees are eligible to access incredible September deals to register for the **2025 NAHB International Builders' Show® (IBS)**.



### GET REAL BUSINESS SOLUTIONS

Top trends & strategies to wow your customers



### SEE THE LATEST PRODUCTS

Construction demos & incredible innovations



### EXCHANGE IDEAS

Connect with business partners & industry experts



Use the QR Code to Register now for your **FREE** Expo Pass!

#IBS2025







**WISCONSIN  
BUILDERS  
ASSOCIATION**

**Advocacy Digest | August 20, 2024**  
**Brad Boycks, Executive Director**



Enclosed below are highlights of the August 2024 More Housing Wisconsin Briefing Paper 6 titled “Streamline standard development approval process and create expedited review for workforce housing”.

To review the entire whitepaper along with the previous five papers [click here](#).

Streamline standard development approval process and create expedited review for workforce housing. Overly long development approval processes can act as a significant barrier to more housing and add to the cost of a housing project, which is then passed onto prospective renters or buyers.

Simplifying and streamlining the development approval process by, for example, expanding administrative reviews and reducing governing body approvals, is an important action communities can take to remove barriers to the creation of housing options affordable to households at or near the area median income. Another step communities can take to increase the number and reduce the cost of workforce housing is to create a separate expedited approval process and waive or reduce development fees for such housing projects.

Conducting a self-assessment of the permitting process. Examine, for example, how long a typical housing development

review takes from start to finish and whether there are any improvements that can be made to the process. Identify process bottlenecks and redesign the process so that it is as efficient as possible.

One practical difficulty is that efforts to overhaul the permitting process can last months and require substantial time commitments by staff. A full review should involve community and stakeholder engagement, coordination between different municipal departments, public forums, and reports. Recommendations flowing out of a systematic review of the permitting process typically include implementing multiple strategies designed to increase efficiency, such as: - Establishing a one stop permitting location. - Imposing a maximum time limit on the municipal review process. - Improving user-friendliness by providing applicants with information and assistance at the beginning of the application process.

Developing a transparent, easy to follow “developer’s checklist” of zoning and other requirements that must be met before a project is launched.

Developing forms and permits that are simple, easy to access, and make the development process as transparent and efficient as possible.

Changing zoning code to reduce need

for individual variances and conditional use permits and eliminate or reduce need for elected body approvals. “Whenever possible, a zoning code should be written simply and clearly. A zoning administrator should be able to administer the review of most site development requests and uses that are permitted by right.”

Only when a legislative action is required, such as changes to zoning ordinance text or maps and approval of development agreements, should the elected body be included in the process.

Under Wisconsin state law, “if a person submits a complete application for a permit related to a residential housing development meeting all existing requirements that must be satisfied to obtain the permit at the time the application is filed,” then the municipality “shall grant the application.”

If all zoning code requirements are met, then the zoning administrator should be able to sign off on a project just as if it were a building permit. In developing the review standards in your zoning ordinance, use these best practices: •

Provide clear, consistent, and streamlined standards for all land uses permitted by right and allow site plans and applications for these uses to be reviewed by the zoning administrator.

Consider allowing administrative departures for benign minor issues where the exact language of the ordinance does not fit. Require findings, record keeping, and reporting to the legislative body as appropriate.

Establish consistent findings for the plan commission to review and consider in their approval process.

In addition, “development review can be made more efficient by removing the elected body from the responsibilities of site plan review for permitted uses, special [i.e., conditional] land uses, and oth-

er general development approvals.”

Finally, consider modifying your ordinances to give the zoning board of appeals or plan commission power to approve conditional use permits, not the governing body.

Combining public hearings to consolidate the community comment process. It is sometimes necessary for multiple local boards and commissions to review a housing development proposal. Each of these boards or commissions may need to conduct a public hearing on the proposal. Multiple hearings and multiple approval requirements can add considerable time to the permitting process. Combining multiple hearings into a single hearing can reduce the total permit approval process time. Combining public hearings requires coordination and cooperation between departments and

boards, as well as procedural changes within the zoning code. Under Wisconsin state law, “if a person submits a complete application for a permit related to a residential housing development meeting all existing requirements that must be satisfied to obtain the permit at the time the application is filed,” then the municipality “shall grant the application.”

Administrative agreements between participating boards may be necessary; in other cases, board and commission rules and regulations may need to be revised to facilitate joint hearings.

Offering Pre-approved plans. Authorize as approved for construction in specified zoning districts blueprints for specific housing types. “Pre-approved plans that meet a community’s criteria provide a great deal of predictability and con-

sistency for a homeowner, builder, and even neighbors. Decisions have already been made about what types of buildings are acceptable ahead of time. This shortens approval timelines and eases the workload of the zoning administrator.”

“The most common area in which pre-approved plans are used is for Accessory Dwelling Units (ADUs) as a standalone structure. Floor plans and building elevations will typically be found in a design manual or website for a property owner to select from. (The configuration of a lot or building will need to be considered alongside the pre-approved plan.) Some communities provide pre-approved plans for free or at a very low cost; others have partnered with architectural or design firms to sell their pre-approved plans at a lower cost than a custom design.”



Exclusive discounts that benefit you, your business and your family  
[nahb.org/Savings](http://nahb.org/Savings)

# NAHB Member **SAVINGS**

Put your membership to work.

- T-MOBILE FOR BUSINESS
- LOWE'S PRO
- NISSAN
- AVIS
- Budget
- GOODYEAR
- Heartland
- DELL Technologies
- odp BUSINESS SOLUTIONS
- FARMERS INSURANCE
- CONSTRUCTION JOBS
- HotelPlanner
- houzz PRO
- RingCentral
- VOYAGER
- ups
- YRC FREIGHT
- NAHB IBS