

The Knickerbocker Ice Festival is occurring on Friday, February 6th and Saturday, February 7th. Are you ready for frozen fun?

\*\*\*\*\*ECRWSS\*\*\*\*  
**Local Postal Customer**

PRSR STD  
ECRWSS  
U.S. POSTAGE  
PAID  
EDDM RETAIL



## A Toast to Tina Schuenke

When **Tina Schuenke** purchased **TT's Timeout Bar** in January 1998, her goal was to create a family-friendly business rooted in community, and over the past 27 years, she did just that. It is now time for her final call. Through countless highs, shared laughter, and challenges, **TT's Timeout** became more than a bar; it became a gathering place and an extended family.

In her time, Tina has raised over \$250,000 for cancer research through Relay for Life, supported local organizations, participated in community events, was instrumental in fundraising for New Years Eve Safe-Ride and the Fourth of July Fireworks Show, and so much more. Tina's impact reached far beyond her doors. With the unwavering support of loyal patrons, friends, and employees, **Tina built a legacy defined by generosity, resilience, and deep community connection.**

Join us on toasting Tina. The next chapter for 107 S Main Street is **Buck's on Main.**

# Love, Lake Mills



### BOARD OF DIRECTORS

#### PRESIDENT

Melissa Draeger, Drehm Insurance

#### VICE PRESIDENT

Kali Garman, Chapter 2 Inc

#### TREASURER

Kyler Kabat, Bank CMG

#### SECRETARY

Jenn Christian, Glen Oaks Insurance

### BOARD OF DIRECTORS

Andrew Barnes, AKT Consulting

Cory Nelson, Community Member

Dan McCabe, Bank of Lake Mills

Dan Sanft, Sanft Accounting and Tax LLC

Kyler Kabat, Bank CMG

Nicki Kelly, Farmers and Merchants State Bank

Rebecca Moralez, Crawfish Junction & Parlor Collective

Tammy Cooper, Bank CMG

### LEGENDARY LAKE MILLS STAFF

Raina Severson, Executive Director

Anne Bender, Program Assistant

Greta Wiedenfeld, Student Intern

### EX-OFFICIO BOARD MEMBERS

Drake Daily, Lake Mills City Manager

Eric Schreiner, Facilities and Grounds Director

Liesa Kerler, City Council President

Steve Schroeder, Lake Mills Police Chief

Tonya Olson, LMASD Superintendent

### STUDENT BOARD MEMBERS

Violet Thompson, Senior Student Representative LM

Mitchell Quinn, Junior Student Representative LM

## Knickerbocker Ice Festival

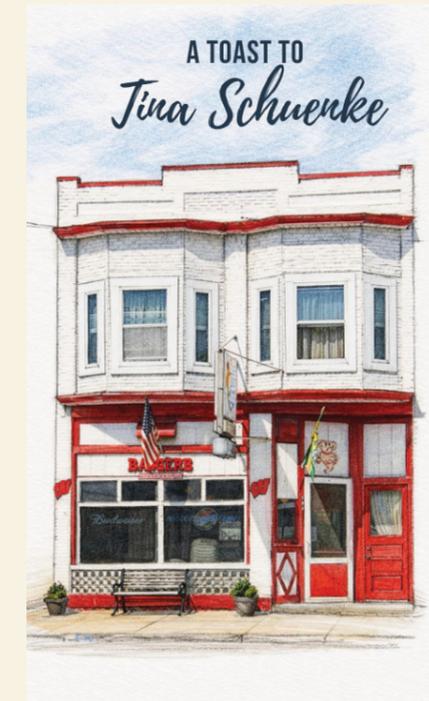
The Knickerbocker Ice Festival is a community event named after a company that harvested ice from Rock Lake in the early 1900's. Each February, Legendary Lake Mills: A Chamber Main Street Organization (LLM) hosts a weekend full of indoor and outdoor events to connect Lake Mills with that icy past. The 2026 Knickerbocker Ice Festival will be held on Friday, February 6, 2026, through Sunday, February 8, 2026. Enjoy activities for the whole family throughout Lake Mills.

Check out the **inside of the newsletter** for additional information on Knickerbocker Ice Festival activities, time of events, and what to expect during our weekend of FROZEN FUN.

Thank you to our major event sponsors: **Bank CMG, Chapter 2 Inc, Crystal Farms, and Farmers and Merchants State Bank.** The Knickerbocker Ice Festival could not happen without your support.



-  [facebook.com/legendarylakemills](https://facebook.com/legendarylakemills)
-  [instagram.com/legendarylakemills](https://instagram.com/legendarylakemills)
-  [tiktok.com/legendarylakemills](https://tiktok.com/legendarylakemills)



## A Joyful Start in Lake Mills

Joyful Hearts Learning Center (301 College Street) has opened at Lake Mills Moravian Church, providing year-round, play-based child care for children ages six weeks to five years. Created in response to a growing community need, the center offers an affordable, safe, and nurturing environment rooted in the church's mission. Led by Center Director Heidi Krueger, who brings decades of early childhood and management experience, Joyful Hearts is already growing steadily and expanding its team as enrollment increases, offering new opportunities for those interested in careers in early childhood education or support roles.



## Lake Mills Schools Shine with Solar Power

Lake Mills Schools are advancing sustainability and financial stewardship by partnering with local business, and Legendary Lake Mills Members, **US Solar Network**, to transition to solar power. **The project will install on-site solar energy systems to offset a significant portion of the district's electricity use, helping stabilize energy costs, reduce reliance on traditional utilities, and limit exposure to future price increases.**

The initiative supports environmental responsibility and provides students with a real-world learning opportunity in renewable energy. With the support of federal incentives, solar tax credits, Focus on Energy, Solar on Schools, and the Solar Moonshot program, the project is financially viable while minimizing upfront costs. **Over time, energy savings will allow more resources to be directed to classrooms and student programs, reflecting the district's commitment to responsible use of taxpayer dollars.**



## From Vacant to Vibrant

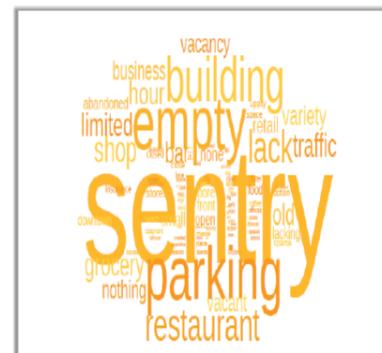
**Housing is essential to the future of Lake Mills.** When we have housing options that meet the needs of families, workers, seniors, and young professionals, our community grows stronger. More housing helps keep our schools thriving, supports local employers, allows lifelong residents to stay in the community they love, and brings more customers to our downtown businesses.

**The redevelopment of the long-time vacant Sentry site is a unique opportunity for Lake Mills to strengthen its downtown economy.** Transforming this underutilized property into housing and active uses will bring more residents, customers, and foot traffic to an area of the downtown district that has seen limited activity for years. **By filling a gap in our downtown, this redevelopment can help balance foot traffic, support local businesses, and create a more vibrant, connected downtown that benefits the entire community.**

Below showcases data from a survey that was sent to Lake Mills residents in recent years. The word cloud reflects that the most common answer for "What one word comes to mind as you think about things you dislike about Downtown Lake Mills" was Sentry by a landslide. **It is time to redevelop and turn vacant into vibrancy.**

COMMUNITY VISION FOR DOWNTOWN  
COMMUNITY INPUT THROUGH ONLINE SURVEYS

What one word comes to mind as you think about things you dislike about Downtown Lake Mills?



## ROB LEWIS LEWIS STATION WINERY



”

“AS A LOCAL BUSINESS OWNER, I’M OFTEN RELUCTANT TO STEP INTO CONTROVERSIAL TOPICS AS MY OPINION COULD ISOLATE HALF OF MY LOCAL CUSTOMER BASE, WHICH COULD INTERNE BE A DETRIMENT TO THE HEALTH OF MY BUSINESS.

HOWEVER, HAVING A NEW URBAN HOUSING PROJECT, A VERY LOCALIZED RESIDENTIAL POPULATION WOULD CREATE STEADY FOOT TRAFFIC FOR NOT ONLY THE WINERY, BUT ALSO THE BREWERIES, RESTAURANTS AND ALL LOCAL DOWNTOWN BUSINESSES. ESPECIALLY INTO TODAY’S ECONOMIC CLIMATE, LOCAL SMALL BUSINESS OWNERS ARE FEELING THE CHALLENGES MORE THAN MOST PEOPLE THINK.

ADDITIONALLY, THE HOUSING DEVELOPMENT WOULD STABILIZE THE DOWNTOWN ECONOMY BY ATTRACTING POTENTIAL WORKFORCE TALENT. SEEING THIS TYPE OF COMMUNITY GROWTH AND INCREASED FOOT TRAFFIC WOULD ENCOURAGE LONG-TERM INVESTMENT BY SMALL BUSINESS OWNERS INTO THEIR BUSINESSES.”

## TY NUEPERT BANK OF LAKE MILLS



”

“THE PROPOSED MIX-USED DEVELOPMENT OF THE SENTRY SITE WOULD BE A TREMENDOUS ASSET TO OUR BEAUTIFUL DOWNTOWN. OUR DOWNTOWN IS A LARGE PART OF OUR IDENTITY AS A COMMUNITY. I BELIEVE THE DEVELOPMENT OF THIS SITE WILL LEAD TO ECONOMIC GROWTH AND ADDITIONAL OPPORTUNITIES FOR THE ENTIRE DOWNTOWN AREA.”

## JOHN BLACK COUNTRYSIDE JEWELRY



”

“AS A LOCAL BUSINESS OWNER IN DOWNTOWN LAKE MILLS, I’M EXCITED TO SEE THE LONG VACANT GROCERY STORE BEING CONSIDERED FOR REDEVELOPMENT. REDEVELOPING THIS KEY PARCEL WILL ENHANCE THE APPEAL OF OUR COMMUNITY

BY HOPEFULLY ADDING NOT ONLY SOME HOUSING BUT ALSO RETAIL, RESTAURANTS AND PARKING. I STRONGLY ENCOURAGE THE DEVELOPER AND CITY LEADERS TO ENGAGE WITH RESIDENTS, BUSINESS OWNERS AND OTHER STAKEHOLDERS SO THAT THE FINAL DESIGN BENEFITS THE ENTIRE COMMUNITY.”

## WHY DOWNTOWN HOUSING MATTERS

Downtown housing plays a critical role in building a vibrant, economically strong Lake Mills. Residents who live within walking distance of shops and restaurants spend more, visit more often, when downtown needs energy the most.

### RESIDENTS = ECONOMIC IMPACT

**\$12,000** is the average spending added to a downtown per one residential unit.

**\$22,000** in discretionary, non-housing spending (dining, retail, services, entertainment) per residential unit.

### WALKABLE CUSTOMER SPEND MORE

**X2** Residents living within walking distance visit downtown businesses **twice as often** as those who need to drive.

### BUILT IN EVENING & WEEKEND CUSTOMERS

Downtown residents are around when other customers go home.

- Supports longer business hours.
- Increases safety and vibrancy.
- Benefits every downtown business.

### ANNUAL VISITORS BY BLOCK

Main Street 100,000 visitors.  
Madison Street 60,000 visitors.  
Sentry Block 20,000 visitors.