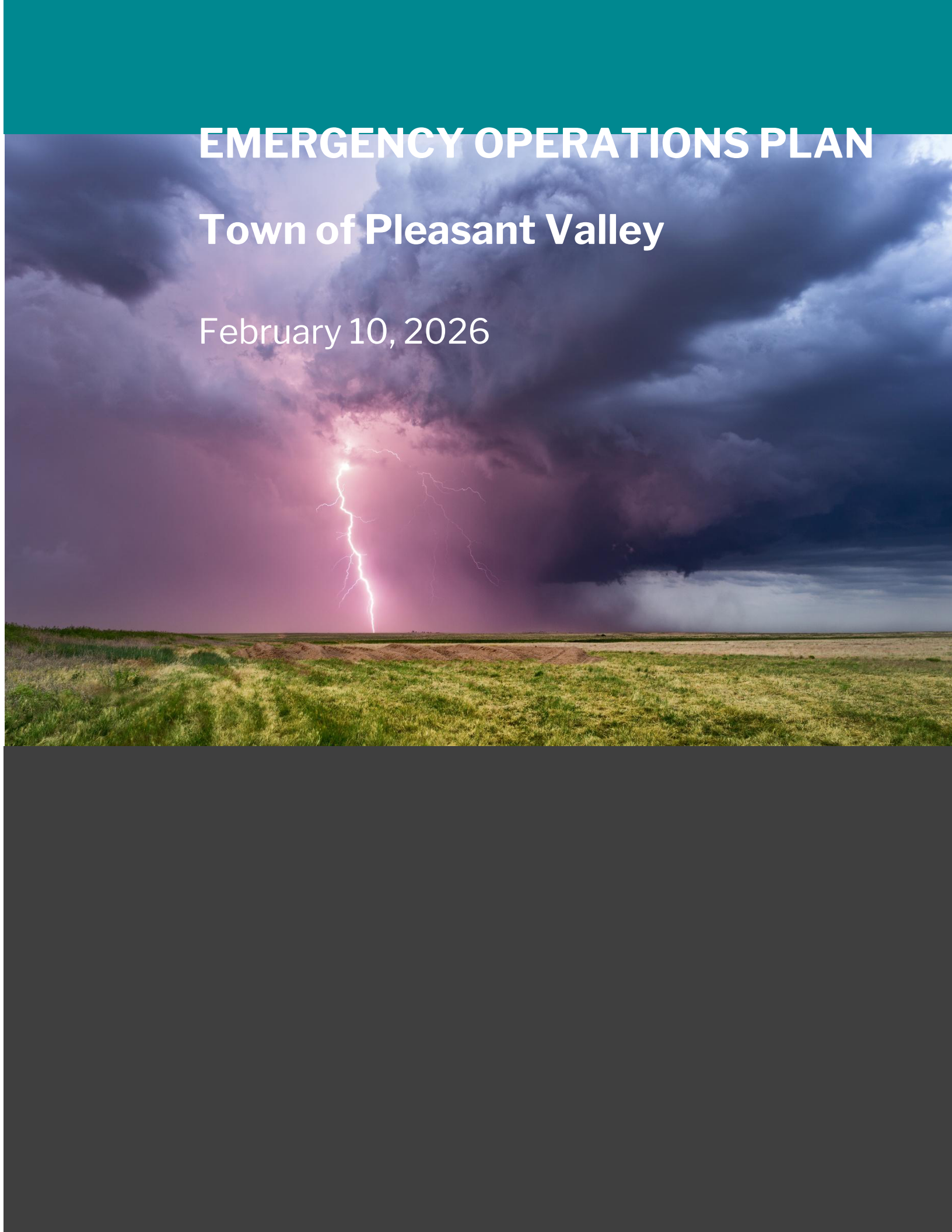


# EMERGENCY OPERATIONS PLAN

## Town of Pleasant Valley

February 10, 2026



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# Emergency Phone List

(as of February 10, 2026)

(All Phone numbers should be accessible 24 hours a day.)

Town Emergency Manager, Tom Zwald	608-807-7089
Town Public Information Officer, Tom Zwald	608-807-7089
Town Chairperson, Tom Zwald	608-807-7089
Town Supervisor, Curtis Dunn	715-220-9177
Town Supervisor, Dylan McHenry	651-216-6413
Town Clerk, Mara DeBoe	651-308-4350
Town Treasurer, Sara Swenson	715-928-2613
Fire Chief of United Fire	715-684-2954
Fire Chief of River Falls Fire	715-426-3534
St. Croix County Communications Center	911
(24/7 non-emergency number)	715-386-4701
St. Croix County Emergency Manager – Natasha Brunell	715-381-4911
St. Croix County Public Health Officer – Elle Klasen	715-246-8453
Wisconsin Emergency Management Duty Officer	800-943-0003
	Press 1 for hazardous materials spills
	Press 2 for emergencies (including search & rescue)
Wisconsin DNR Local Warden	1-800-936-7463
American Red Cross Disaster Services (24 hour)	800-RED-CROSS
St. Croix Electric	715-796-7000
Excel Energy	612-330-5500
Northern Natural Gas Co.	402-398-7715
We Energies	414-221-3662
Magellan Pipeline Co	918-574-7393

Swift Current Connect .....	715-350-7033
Brightspeed .....	833-372-2100
Baldwin Lightspeed.....	715-684-3346
Starlink.....	866-606-5103
Murtha Sanitation.....	715-684-3700
Waste Management.....	715-243-9001
PIG/GFL.....	888-352-0754
River City Disposal.....	715-425-2141
WEVR.....	715-425-1111
Baldwin Bulletin .....	715-684-2484

## Statement of Purpose:

In Wisconsin, incidents are managed at the lowest jurisdictional level (i.e., town, village, city). The affected jurisdiction manages the incident in coordination with county emergency management. This emergency operations plan was developed to provide guidance and direction for town officials to respond to and manage disasters that affect the community.

## Town of Pleasant Valley Community Profile

The Town of Pleasant Valley is a subdivision of St. Croix County which is comprised of 736 square miles and has a population of 93,536 as of the 2020 U.S. Federal Census. There are approximately 205 miles of state highways, 334 miles of county highways, more than 1,410 miles of local roads, and 37 miles of interstate.

The Town of Pleasant Valley occupies 18 square miles and has a population estimate of 578 on January 1, 2025. There is one creek or stream, Parker Creek, fed by field runoff and by natural springs; see page 7 for the appropriate map.

Pleasant Valley has two underground natural gas pipelines operated by We Energies and Northern Natural gas company. It also has one petroleum pipeline running through it operated by Magellan Pipeline Company. See page 7 for the appropriate map.

There is also a risk of radiation for the township as it is in the fallout zone of Prairie Island Nuclear power plant in Red Wing, MN.

A complete description of hazards affecting the county can be found in St. Croix County's Hazard Mitigation Plan.

## Assignment of Responsibilities / Lines of Succession

Wisconsin Statute §323.14(1)(b)2 requires the governing body of each municipality to designate a head of emergency management. The designated head of emergency management for the Town of Pleasant Valley is the Town Chairperson. In the event that s/he is unable/unavailable to fulfill the duties of the emergency manager, the secondary head of emergency management shall be a Town Supervisor.

In accordance with Wisconsin Statute §323.15(1)(a), the Town shall use the incident command system by all emergency response agencies during a state of emergency.

A copy of the resolution adopting the National Incident Management System (NIMS) is Attachment 1 in this plan. (Town of Pleasant Valley Resolution 2026-01).

## Declaring a Disaster

During an emergency, the governing body of a town has the authority to declare a disaster by ordinance or resolution. This declaration grants the power to “order... whatever is necessary and expedient for the health, safety, protection, and welfare of persons and property within the local unit of government in the emergency...” (Wisconsin Statute §323.14(4)(a)).

A local disaster declaration also permits emergency contracting and purchases without having to solicit bids during the time in which the disaster/emergency conditions exist (Wisconsin Statute §60.47(5)).

If the town board is unable to meet promptly during or after a disaster to make a declaration, the chief executive officer or acting chief executive officer can also make an emergency proclamation (§323.14(4)(b)). An emergency proclamation can be verbal (with a witness) or written. The proclamation made by the chief executive officer shall be subject to ratification, alteration, modification, or repeal by the governing body as soon as it can meet. This authority may also be granted to other individuals if permitted by a local ordinance.

## Continuity of Government - Continuity of Operations

If the disaster is of such magnitude that the town’s government is unable to conduct its affairs at its usual place, Wisconsin Statute §323.52 permits the governing body of the town to meet at any place within or outside of the territorial limits of the town on the call of the presiding officer or his/her successor, and shall proceed to establish and designate by ordinance, resolution, or other manner, alternate places as the temporary locations of government where all, or any part, of the public business may be transacted and conducted during the emergency situation.

The Town of Pleasant Valley has the option to utilize Woodside Church in adjoining Rush River township (it is an ADA compliant facility) in the event the Town cannot conduct its affairs at the usual location (i.e., the Town Hall at 1630 30th Ave, Hammond).

## Disaster Response

To ensure an efficient response and recovery from a disaster, the list below denotes tasks and the individuals who are responsible:

- Emergency warning systems are generated from the St. Croix County Communication Center, by the following means: mass phone notification systems, sirens, IPAWS, etc. which includes coverage for the town.
- The Town also maintains an email server list which can be utilized to send messages.
- Emergency protective measures (e.g., closure of roads, emergency debris removal): Chairperson
- Compilation of disaster related expenses (damage assessment): Treasurer

Official disaster recovery information will be communicated to the town residents and media by the designated Public Information Officer (PIO). The individuals listed below are authorized to speak on behalf of the town for disaster response and recovery information:

- Public Information Officer: (who is authorized to speak on behalf of the town) Chairperson
- Public Information Officer (secondary): Clerk

The official means by which to communicate with the public on disaster recovery information shall be:

1. Town Website ([www.townpleasantvalley.com](http://www.townpleasantvalley.com))
2. Local Radio Station (WEVR)
3. Newspaper (Baldwin Bulletin)

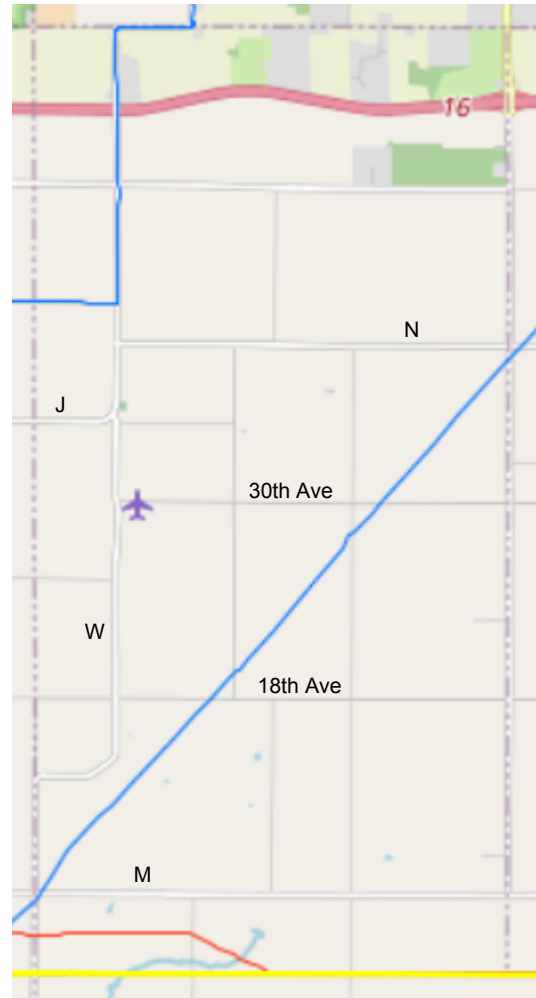
## Additional Disaster Considerations

- Large volumes of woody debris could be piled and burnt with a burning permit
- Dumpsters could be brought in from companies listed above
- Helicopters could utilize the agricultural fields (especially alfalfa/grass) for landing
- The town hall lot would be ideal primary place for emergency operations

Streams



Pipelines



## Damage Assessment

Accurate damage assessment of public infrastructure is essential for estimating disaster losses and to request state or federal aid. Initial rough estimates should be reported to the St. Croix County Emergency Management office within 72 hours, with periodic updates as additional information becomes available. Per Wisconsin Statute §323.15(1)(c)4, the head of local emergency management must submit required reports to the county emergency management office.

The Town does not have its own published equipment rates. The Town shall use the rates published by the Wisconsin Department of Transportation.

# Legal Basis for Emergency Management and Disasters

## **Wisconsin State Statutes, Administrative Code and Executive Orders:**

§ 26.11 Authority and jurisdiction during forest fires

§60.47(5) Emergency exemption from public contracting and bidding

§ 86.34 Aid for flood damage on county and local roads

§323.14 Emergency powers and duties of local government

§323.15 Powers and duties of heads of emergency management

§323.20 Emergency use of vehicles

§323.40, 323.41 Responsibility for workers compensation liability of state or local unit of government

§323.52 Emergency temporary locations of local unit of government

§323.45 Succession to office: local officers

§323.71 Local agency response and reimbursement

§323.31 State disaster assistance (Wisconsin Disaster Fund)

Chapter 60 of the Wisconsin Statutes Organization, powers and duties of Wisconsin towns.

Executive Order #81 (2004) Designates the NIMS as the basis for incident management in Wisconsin

## **Federal / Public Law:**

42 U.S.C. §§ 5121-5207 Disaster Relief and Emergency Assistance Act

## Attachment 1. Town resolution adopting the National Incident Management System (NIMS)

[Insert scanned image of town resolution formally adopting NIMS]

**RESOLUTION DESIGNATING THE NATIONAL INCIDENT MANAGEMENT SYSTEM (NIMS) AS THE BASIS FOR INCIDENT MANAGEMENT IN THE TOWN OF PLEASANT VALLEY**

**RESOLUTION NO. 2026-01**

**TOWN OF PLEASANT VALLEY, ST. CROIX CO., WISCONSIN**

WHEREAS, Homeland Security Directive (HSPD)-5 establishes the National Incident Management System (NIMS) which would provide a consistent nationwide approach for Federal, State, local, and tribal governments to work together more effectively and efficiently to prevent, prepare for, and recover from domestic incidents, regardless of cause size or complexity; and

WHEREAS, the Governor of the State of Wisconsin in Executive Order No. 81 directed that state agencies adopt NIMS as the State standard for incident management and recommended that local governments adopt NIMS as their standard for incident management; and

WHEREAS, the adoption and incorporation of the NIMS is an eligibility requirement for future Federal Homeland Security grants to county and local governments; and

WHEREAS, the Town Board of Pleasant Valley believes it is in the best interest of the Town of Pleasant Valley that the National Incident Management System (NIMS) be adopted; and

WHEREAS, the NIMS provides for interoperability and compatibility among Federal, State, and local capabilities and includes a core set of concepts, principles, terminology and technology covering the incident command system, unified command, training, management of resources and reporting; and

WHEREAS, the Incident Command system components of NIMS are already an integral part of various incident management activities throughout the Town of Pleasant Valley including current emergency management training programs.

NOW, THEREFORE, BE IT RESOLVED, by the Town of Pleasant Valley Board, in legal session assembled, that the Board approves and adopts the National Incident Management System (NIMS) as the Town of Pleasant Valley standard for incident management.

The town clerk shall properly post or publish this resolution as required under s. 60.80, Wis. Stats.

Adopted this 10 day of February, 2026 by majority vote of the town Board of the Town of Pleasant Valley.

**Town of Pleasant Valley**

By: Tom Zwald  
Tom Zwald, Town Chair

By: Curtis Dunn  
Curtis Dunn, Supervisor

By: \_\_\_\_\_  
Dyian McHenry, Supervisor

Attest: Mara DeBoe  
Mara DeBoe, Town Clerk

# Record of Changes

<b>Date</b>	<b>Reviewed by</b>	<b>Description of changes (including section)</b>