

## **MATT HOENECKE-WAUSAU CITY COMMON COUNCIL DISTRICT 7**

Key findings include:

- **Candidate status:** Matt Hoenecke is a first-time candidate for Wausau City Council District 7, where he is challenging incumbent alderperson Lisa Rasmussen.
- **Professional background:** Hoenecke works in higher education at **Northcentral Technical College**, with experience in student services, academic support, and program management.
- **Policy positions unclear:** Hoenecke has not publicly outlined positions on major city issues, including budgeting, housing, land use, or public safety.
- **Limited campaign activity:** As of early 2026, Hoenecke does not appear to have launched a campaign website or issue platform..

Wausau is the core city of Marathon County in north-central Wisconsin. The city itself is competitive and somewhat more diverse roughly 40,000 people, with a notable Hmong/Asian community, but it sits inside a county that went solidly Republican for president in both 2020 and 2024 (Trump 58%–40% range, +18 R), so city officials operate in a red county but a swingy city environment. At the municipal level, races are officially nonpartisan, but 2024 showed they’re not nonpolitical, Republicans backed Doug Diny to oust Mayor Katie Rosenberg, and the council has been part of the same set of fights over drop boxes and city-hall process [[Data USA](#), accessed, 11/5/2025] [[Marathon County](#), accessed, 11/5/2025] [[WSAW](#), accessed, 11/5/2025].

### **BACKGROUND**

Matt Hoenecke is a Wausau-based higher-education administrator and a candidate for Wausau City Council, District 7, where he is challenging incumbent alderperson Lisa Rasmussen [[Wausau Pilot & Review](#), 1/14/2026]. Hoenecke works at Northcentral Technical College as Timberwolf Learning Commons (TLC) & Esports Manager, overseeing library services, tutoring and academic support programs, and the college’s esports initiative. He has been employed at NTC since 2021, previously serving as Advisor of Academic Transitions, supporting new and at-risk students with onboarding, degree planning, and retention efforts, and earlier as a Student Connection Specialist focused on student success and case management (ibid.). He is also involved in local youth athletics, serving as Varsity Head Coach for Wausau West Boys Soccer and previously as a varsity assistant coach at Wausau East High School (ibid.). Hoenecke holds a Bachelor’s degree in Music Performance from the University of Northern Colorado and an Associate of Arts and Sciences in Music from UW–Marathon County (ibid.). There is no public record indicating Hoenecke has previously held elected office, and his available public profile does not reflect explicit partisan affiliation or articulated policy positions [[LinkedIn](#), accessed, 2/10/2026].

### **ON THE ISSUES**

*NO FINDINGS OF NOTE FOR FIRST ROUND VET*

### **VULNERABILITIES & ADVERSE FINDINGS OF NOTE**

*NO FINDINGS OF NOTE FOR FIRST ROUND VET*

### **SOCIAL MEDIA LINKS**

[LinkedIn](#)

