

**FINANCE, LICENSE & REGULATION COMMITTEE**  
**MONDAY, NOVEMBER 8, 2010 - 6:00PM**  
**COUNCIL CHAMBERS, CITY HALL**

Chairman Krause called the meeting to order at 6:00pm.

Roll Call. Present: Aldermen Krohn, Hartz, Marsala, Fesenmaier and Krause. Also Present: Administrator Jordan, Comptroller Pollitt and Clerk Reale.

Marsala/Krohn motion to approve Finance, License and Regulation Committee minutes of October 25, 2010 as distributed. Unanimously carried.

Comments from the public as allowed by Wis. Stats. §19.84(2), limited to items on this agenda except for public hearing items. Comments will be limited to 5 minutes.

Pete Peterson, 1601 Evergreen Lane, addressed the Committee with respect to the issue of snow removal in The Manor area, requesting that residents of that area not be cited for failure to clear the sidewalks. He noted that a number of properties in that particular area are only occupied on a seasonal basis. The sidewalks in The Manor are not continuous and there is very little foot traffic in the neighborhood, as there would be no reason for non-resident pedestrians to be walking through the area. Mr. Peterson also stated that snow plows would sometimes bury sidewalks under as much as three or four feet of snow in the neighborhood. In light of these facts, he appealed to the Committee to consider a waiver of any fines that had been levied against residents of the area in question.

**RESOLUTIONS**

**Resolution 10-R62, a resolution adopting a revised schedule of fees, effective January 1, 2011**

Hartz/Marsala motion to remove from the table. Unanimously carried.

Chairman Krause stated that he had met with staff to review the fee recommendations, suggesting that the committee review and discuss the proposed fee schedule on a line-by-line basis. It was noted that most of the alcohol licensing fees were already at the maximum level allowable under state statute; however, the committee recommended increasing fees for operator licenses and change of agent applications. An increase in the general business license fee to \$25.00 had also been recommended. Chairman Krause noted the importance of setting fee rates at levels that would adequately cover any administrative costs incurred by the City in the processing of these licenses. Staff had additionally recommended creating late fees for dog and cat licenses, with the committee suggesting that cat license fees should be raised to the same level as those for dogs. Alderman Krohn suggested raising the bowling alley license fee, which was currently set at \$20.00 per lane. Alderman Fesenmaier asked if staff had researched any comparable fees for bowling alleys in other municipalities. Clerk Reale responded that the City's current license fee was equal to that of the City of Burlington, which was the only local comparable license for bowling alleys. The consensus of the committee was to maintain the bowling alley license fee at \$20.00 per lane.

There was lengthy discussion on the subject of carriage licenses. Chairman Krause noted that the City did not charge any rent or other fee for the space in front of the Riviera occupied by these companies, adding that he believed the City needed to investigate the possibility of developing some type of lease agreement for this. Alderman Hartz stated that he understood the need to address this fee as a means to recovering some of the costs incurred by the City from the carriage operations. Specifically, he noted that markings from the horse traffic were already becoming visible in the downtown roadway pavement. It had been discussed that the annual license fee could be increased to cover some of these costs; however, Chairman Krause expressed a preference for addressing those issues in a separate lease agreement. Alderman Hartz added that some type of lease arrangement would make sense, as the City did not permit other commercial enterprises to use the streets to conduct their business. Alderman Marsala suggested that the costs for any damage to the roadways should be absorbed by rental fees, rather than being reflected in the annual license fee. Alderman Fesenmaier noted that taxi cab companies were required to hold a company license and pay fees for each additional vehicle, adding that the same principle should apply to carriage companies. Chairman Krause suggested the addition of an operator license for carriage operators, subject to the same application and police background checks as taxi operators. Following discussion, the consensus of the committee was to assess an annual fee of \$50.00 per carriage company to cover the first carriage, with a \$25.00 fee for each additional carriage.

Chairman Krause also reported that there had been a lengthy discussion at the staff level regarding the license fee for mobile home parks. Currently, the City had only one such licensee, which was a seasonal park. He stated that staff would be investigating questions about the assessed value of the property and the method in which tax payments and other payments to the City were structured for this licensee. With respect to the annual license fee, the committee recommended an increase to \$100.00, which would cover the entire park.

Park permit fees were also discussed by the committee. Alderman Fesenmaier suggested that the fee schedule should contain a provision for the nonrefundable application fee, which was currently set at \$20.00. The committee recommended including this fee on the schedule and raising it to \$25.00 per application. Chairman Krause noted that he had some concerns about the category of fees for groups of 150 or more, suggesting that this should possibly be limited. He also expressed concerns about for-profit enterprises from outside of the City using City residents to submit applications and obtain resident rates for park events. The consensus of the committee was to refer this section of the fee schedule to the Board of Park Commissioners for further review and recommendation.

The committee then discussed the parking sticker fees, focusing in particular upon the recommendation that the parking stickers for Walworth County residents should be made available to individuals residing outside of the county. Chairman Krause cautioned that the City needed to carefully consider the impact of opening this category to additional individuals. Comptroller Pollitt stated that the City personnel who were responsible for dealing with parking customers had made the suggestion that this provision be added to the schedule. The sense of the committee was that revenues would be adversely impacted by spreading these rates across a larger pool of potential applicants. As such, it was recommended that the language limiting these stickers to Walworth County residents be maintained, with rates established at \$80.00 for two years and \$40.00 for one year. The committee further recommended maintaining parking lot permit rates at \$200.00 per year.

Resolution 10-R62 was continued to the next Committee meeting for further discussion.

#### **LICENSES & PERMITS**

Hartz/Marsala motion to forward to Council with recommendation for approval of Original Massage Establishment application for Alternative Health Associates, Ltd., 105 Townline Road, Lake Geneva. Unanimously carried.

Marsala/Krohn motion to forward to Council with recommendation for approval of original Operator Licenses for the following applicants: Nicole Ostrander and Timothy Mueller. Unanimously carried.

#### **Discussion/Recommendation on CD and CDARS reinvestment and renewal**

Comptroller Pollitt presented the Committee with a listing of CD and CDARS investments for the City. Set to mature were the Community Bank of Delavan Regular CD in the amount of \$304,923.23 and the CDARS in the amount of \$600,000.00. It was recommended that the Committee authorize the renewal of the CD for a three-month term at 0.30 percent and the CDARS for a six-month term at 0.40 percent.

Hartz/Marsala motion to forward to Council with recommendation for approval of renewing Community Bank CD in the amount of \$304,923.23 for a term of three months at 0.30 percent and CDARS in the amount of \$600,000.00 for a term of six months at 0.40 percent. Unanimously carried.

#### **Discussion/Recommendation on proposals for Refuse and Recycling Collection**

Administrator Jordan reported that three bids had been received, with John's Disposal Service providing the lowest bid for the amount of \$11.90 per unit collected. He noted that John's had also included a provision for a per-unit reduction of \$0.25 in the event that the City approved a five-year contract for these services. Rates for the second through fifth years would be negotiated, with any increases limited to the Consumer Price Index (CPI). Administrator Jordan recommended approval of a five-year contract, based upon the favorable bid amount and the City's excellent ongoing relationship with the contractor.

Marsala/Hartz motion to forward to Council with recommendation for approval of a five-year agreement with John's Disposal Service at a rate of \$11.65 per unit, subject to CPI adjustments for the second through fifth years of the agreement. Unanimously carried.

**Discussion/Recommendation on proposal for Long-Term Parking Study Survey**

Marsala/Krohn motion to forward the proposal for long-term parking study survey and the renewal of snow removal contract to Council without recommendation. Unanimously carried.

**Discussion/Recommendation on renewal of Snow Removal Contract**

Forwarded to Council without recommendation by previous motion.

**Discussion/Recommendation on possible amendment to Chapter 70 Taxation of the Lake Geneva Municipal Code, to provide for monthly collection of Room Tax returns**

Chairman Krause reported that this item had been brought forward to the Committee for discussion and feedback. He noted that the City had been experiencing some issues with the collection of room tax returns and changing to monthly collection was being investigated as a possible solution to some of these issues. Administrator Jordan would be surveying other municipalities to determine how room taxes are collected and the level of satisfaction with a monthly collection system. He would report the results of this survey to the committee. This item was continued to the next regular committee meeting for further discussion.

**Presentation of Accounts, Alderman Krause.**

Purchase Orders. None.

Hartz/Marsala motion to recommend approval of Prepaid Bills in the amount of \$5,474.50. Unanimously Carried.

Marsala/Krohn motion to recommend approval of Regular Bills in the amount of \$179,489.71. In discussing the bill from Crispell-Snyder Engineering, Alderman Hartz asked if the City was still within budget on the Edwards Boulevard frontage road connection project. Administrator Jordan confirmed that the project was still within budget. Unanimously Carried.

**Adjournment**

Hartz/Marsala motion to adjourn at 7:07pm. Unanimously Carried.

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/s/ Jeremy A. Reale, City Clerk