

**PIERS & HARBORS COMMITTEE MEETING MINUTES  
THURSDAY, AUGUST 26, 2010 – 5:00PM  
City Hall, Conference Room 2A**

Chairman Marsala calls the meeting to order at 5:00pm.

Roll Call. Present: Aldermen Mott, Kehoe, Hartz and Marsala. Also in attendance, Harbormaster Chuck Gray, Joe Clifford, Kent Martzke from Lake Geneva Boat Lines, Terry Johnson from Marina Bay and Alderman Fesenmaier.

Hartz/Mott motion for approval of Minutes from April 22, 2010 Committee Meeting. Unanimously Carried.

**Comments from the Public.**

Kent Martzke representing Lake Geneva Boat Line explained the effect of this on their business. They've held these buoys and slips since there have been buoys and slips in Lake Geneva. They use them to promote tourism and accommodate boating families from all walks of life. They have a system in place and feel they do this well. They have to continually come and negotiate the rates and whether they will have these available to them next year. It puts a strain on their ability to do business. He would like to have a rate set for these spaces and a little bit of consistency in the leases where they have the ability to plan ahead for future seasons. The current lease is for three years but has an option in it to be terminated by either party in any of these years, which kind of negates the fact that it is a 3-year lease. They have always paid on time and asks that they can get these mooring locations secured.

Terry Johnson from Marina Bay Boat Rentals, reiterated Martzke's to go back to the regular 3-year lease for their buoys, so they don't have to renegotiate with a different Council each time and plan their future for two to three years. They would agree to the non-resident property owner rate and explained what expenses they incur.

Alderman Fesenmaier commented that one of her constituents requested making all the City slips available to residents first and if there are any left, release them to commercial people. Fesenmaier also requested that this committee meet monthly and feels it should go back to a citizen committee.

Marsala noted that these leases have been discussed over several meetings and the public had a chance to give input.

Alderman Kehoe asked if she could step back and speak as a resident. She asked what responsibility the committee has in observing what goes on at the Riviera. She asked about the remodel at the Riviera, what kinds of traffic while it is going on and would the shops be open. Harbormaster Gray explained it would be after the shops are closed on November 1 and they will start upstairs in January. We will not book any events through the end of March so they will have three months to get most of the remodel done, including upper and lower level washrooms, ceiling in the Ballroom which is not asbestos so will be easier to take out, a fire warning system, the bars, replacing broken tiles, painting and anything else they have time for during those months. The outside tuckpointing will probably be done in the spring.

**Updates from Harbormaster:**

**Beach Revenues.** \$306,000 so far, which exceeds the previous 2008 record.

**Launch Revenues:** Through Monday, it was a little over \$29,000, a 3.5% increase over the previous year.

**Vendor Revenues:** \$4536 with about another \$2,000 outstanding; a lot of what we have coming up will be vendor related.

**Fountain Revenues:** \$819 for the season.

### **Discussion on new Cash Handling Policy at the Beach.**

Marsala asked Joe Clifford for his input. So far we have had 44,499 adults and 11,037 kids with over 16,000 local passes. We've made \$4,600 on the rafts and \$700 on the cabanas. Wristbands come in 12 different colors for adults and kids. If someone steals a box of wristbands doesn't do any good because they don't know the color or numbers they are going to use. He explained in detail how it works. The cash register is a bad idea; it slows down the process, causing back-ups, and still doesn't prevent someone from stealing money if they want to. It is a lot of trouble and people are lined up. We made \$14,000 dollars on the July 4<sup>th</sup> weekend. That's a lot of wristbands and a lot of people. Thankfully, we did not have the cash register yet because we couldn't have done it. We have had it for five or six weeks, and certainly given it ample time to see if it is worthwhile or not, to prove the point they were trying to make which I think we have disapproved. You can't keep track of us with the cash register; so it is a waste of time but we are still doing it because that's what we are supposed to do. However, trying to find a way to keep track of the money and the people on the beach is a good idea; I just don't know how you can do it. We've been thinking about this the 31 years we've been running the beach, and no one has thought of a good way yet. We've talked with the Police Chief about this and we think if we have the police come and take the money, it will just draw attention to the money. The way we had been doing it for 31 years works and we think it is the best way to go; the Chief thought so also.

Marsala explained that when these recommendations came down through our accounting firm as internal control recommendations, no one looking to see if someone was stealing. He acknowledged that he and George Stephan had been down there a long time, but they won't always be there. So they are trying to set up policies and procedures that do protect the City; the idea of the cash register was to give them a tape as a cross reference and a check system to make sure everything worked. Discussion and suggestions followed on the best way to handle this. Mayor Connors, who stepped in about 15 minutes ago, suggested the alternative of putting in a kiosk that would take plastic. Hartz wondered if a different type of register would help. Clifford said he would do whatever they want him to do.

### **Discussion on Wisconsin Green Marine Program.**

Alderman Fesenmaier explained that there are three separate informational items in the packet for the committee's review. The first item was a copy of a fueling regulations ordinance, as adopted by the Village of Williams Bay. The second was a draft littering and polluting amendment to the Joint Uniform Lake Law Ordinance. The final item included information about the Wisconsin Clean Marina Program, a program through which participating marinas and boatyards can pursue "clean marina" status and pledge to keep waterways free of harmful chemicals, excess nutrients, and debris. Alderman Fesenmaier asked that the Committee review the first two items and include them on a future meeting agenda for discussion and possible action. Alderman Marsala noted that the packet also contained information on non-toxic cleaning alternatives for boats and fuel and oil control tip sheets. He suggested that the City actively promote these programs and distribute these educational materials to boaters next season.

### **Discussion and Possible Action on East Pier Slips**

Alderman Marsala stated that he had been contact by a constituent, Christopher Kaiser, who had expressed concerns over the fact that 14 slips are leased to commercial enterprises when over 70 residents were on a waiting list for access to slips. Mr. Kaiser had requested that the committee revisit this issue.

Alderman Marsala explained that renting these slips to residents rather than continuing lease arrangements with the commercial operators would result in lost revenue to the City. He felt that it was incumbent upon the committee to make a decision that would be fair to the entire community. Noting that boat owners represented a small minority of the population, he suggested that it would not be fair to pass the costs of this lost revenue on to the residents of the City.

Alderman Kehoe suggested making seven of the fourteen slips available to the public on a trial basis, with the remaining slips being designated to commercial lessees. In discussing the rate structure of other lake area communities, Harbormaster Gray stated that Fontana charges the same rates for all residents, while Williams Bay charges are based on the length of the boat. Alderman Hartz stated that there needs to be a fair discussion of what is an equitable solution for those residents who do own boats. Mr. Martzke noted that turning these slips over to residents would result in the displacement of several groups of customers who use the services provided by his company. Mr. Johnson added that losing customers would also have a negative impact on room tax revenues and revenue for other businesses in the City, as many of those customers would go to other communities. Harbormaster Gray stated that turning the 14 slips over to residential use would result in a loss of revenue of approximately \$16,000.00. He reiterated the point raised by Alderman Marsala that many Lake Geneva residents who are not boaters may not want to bear the costs of that lost revenue. Alderman Mott suggested that rates be raised on an across-the-board basis to offset any potential lost revenue.

The rules were suspended to permit Mr. Kaiser to address the committee. Mr. Kaiser expressed the opinion that businesses not located in Lake Geneva should not take precedence over City residents in obtaining access to these slips. He stated that Gage Marine, for example, was not providing a service, but rather simply acting as a middleman. Harbormaster Gray did note that resident slips don't turn over very frequently. Thus, even if some of the slips in question were to be opened to residents, there would still be several residents remaining on the waiting list for a long period of time. Mayor Connors requested that the committee be provided with a survey of rates charged by other communities in the Geneva Lake area.

Mott/Hartz motion to continue this item to the next committee meeting. Unanimously carried.

Alderman Hartz was excused from the meeting at 6:30pm.

### **Discussion and Possible Action on Leases for Marina Bay, Lake Geneva Boat Lines and Gage Marine**

Alderman Marsala noted that the terms of these leases would be contingent upon the committee's final recommendation for the rates and slips. Mr. Martzke stated that he would prefer that the commercial operators be charged at the non-resident property owner rate.

However, if the rates remain unchanged, he expressed a desire to renegotiate the terms of the proposed lease regarding the company's installation, maintenance and insurance requirements.

Mott/Kehoe motion to continue this item to the next committee meeting. Unanimously carried.

**Discussion of Valet Service at Riviera (Proposed by Mr. Spiegelhoff)**

Administrator Jordan stated that he had been contacted by Mr. Spiegelhoff with a request to operate a valet service at the Riviera for various events. Alderman Marsala stated that Mr. Spiegelhoff should provide the City with a functional business plan before there is any further discussion about allowing a valet service. The committee wanted specific details about how any type of valet service would be operated, controlled, and regulated by the City. Mayor Connors also suggested that the City should address the issue of valet services in its Riviera leases to avoid any future occurrences of Riviera lessees arranging for these services independently. The consensus of the committee was to direct Administrator Jordan to contact Mr. Spiegelhoff regarding the submittal of a business plan.

**Items for next meeting agenda**

There were no additional items presented for the next meeting agenda. It was noted that the suggestion made by Alderman Fesenmaier to change the committee structure from a Council to a citizens committee should be forwarded to the Committee of the Whole for further discussion.

**Kehoe**/Mott motion to adjourn at 6:40pm. Unanimously Carried.

Transcribed from audio tape.

/s/ Artis M. Roenspies, Deputy Clerk