

Parking Commission Minutes
Wednesday, March 20, 2013
Lake Geneva City Hall – Room 2A

1. Meeting called to order at 6:03 p.m. by Chairman Smith.
2. Roll Call: In attendance Commissioners Marty Smith, Dennis Swangstu, Alderman Sarah Hill, Kevin Fleming, George Hennerley. Also in attendance, Kerri Johnson, Dennis Jordan, Mayor Jim Connors, Cindy Greenwald and Peg Pollitt.
3. Approval of the Minutes of the Feb. 20, 2013 Commission Meeting. It was moved for approval by Hill, seconded by Smith with the following corrections to the Feb. 20th meeting minutes. Under agenda item #6 - update on parking manager position. Change the wording to read as follows... to move ahead with filling the position as the parking study is being conducted... Motion, with correction, passed unanimously.
4. Comments from the public. Peg Pollitt handed out a detailed revenue and expense report about parking covering all of 2012. She also volunteered to answer any questions the commissioners may have. Fleming requested an actual year to year report to compare parking revenue activities before and after the Luke parking system was operational. Alderman Hill gave him a copy from the previous meeting which Fleming did not receive due to his absence from the meeting.

Discussion on the impact of Luke on parking. Due to efficiencies in the new system, collection agency fees for 2012 were down because the city collected more past due tickets directly and referred far fewer to the collection agency.

Commission members collectively felt funds for parking lot planting services could have had a bigger impact. City will be getting bids for a new vendor for lot planting services.

Chair Smith thanked Pollitt for the excellent report and asked that reports concerning parking be shared with the commission when available.

Mayor Connors noted fines were down, revenue was up and that's a good thing. People don't like parking tickets.

There were no other public comments.

5. Parking system update: Johnson updated commissioners on the parking kiosks and stalls to be put on Dodge St. - set for around May 15th, weather permitting.

Parking department has also changed the location and method of storing the Luke batteries due to concern by the fire inspector.

6. Parking manager update: City personnel committee will ultimately make the recommendation for the position to the City Council. That Personnel Committee is reviewing all parking staff positions before discussing the job description and hours for the parking manager position.

7. Review and next steps for Rich parking study. Jordan has had discussions with Annaka at Rich regarding a number of topics. Target time to begin survey is May.

Three surveys were distributed: employee parking, business operator and default (others). A lengthy discussion ensued regarding seasonal, metered versus non-metered, full and part time employees.

Jordan stated the surveys will be available in hard copy and on the web. Chair Smith was concerned about the stake-holders list and if we being inclusive enough to allow everyone to participate.

Mayor Connors would like to know how survey participants feel about the cost of parking in Lake Geneva.

Chair Smith and Jordan will follow up with Rich to refine and define the surveys.

8. Shuttle Bus. Bus cost is \$20 per hour plus \$2 per mile. Total for 2012 was \$4,270. Fleming asked about additional signage. Jordan said the state has an issue with more signage. Funding for 2013 shuttle was included in the 2013 city budget.

9. Update regarding lane markings and parking in front of Subway. The Public Works Committee agreed to the recommendations of the Parking Commission. The driving lanes will go straight with no lane changes required to go straight through the city. The work will be done as weather permits.

10. Acquisition of license plate recognition. A hand out about license plate recognition systems to be used in conjunction with the Luke system was made available by Jordan. Jordan asked that commissioners familiarize themselves with the system so informed discussion can happen at the April commission meeting.

11. Discussion of possible use of the Talmer Bank parking lot for paid parking. Interest has been expressed regarding the potential of using the Talmer parking lot area near the intersection of North and Center (the old Ace Hardware site) for paid parking. Commissioners are interested and would like to know more.

12. Next meeting is set for April 17th at City Hall unless survey matters necessitate a change due to the kick-off of the study.

Motion to adjourn by Fleming, seconded by Swangstu. Carried unanimously.

Meeting adjourned at 8:37 p.m.