

**FINANCE, LICENSE & REGULATION COMMITTEE**  
**MONDAY, JULY 27, 2015 – 6:00 PM**  
**COUNCIL CHAMBERS, CITY HALL**

Chairperson Kupsik called the meeting to order at 6:10 p.m.

**Roll Call.** Present: Aldermen Howell, Kupsik, Kordus and Wall. Absent: Alderman Gelting. Also Present: City Administrator Oborn, Comptroller Pollitt and City Clerk Waswo

**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 to be limited to 5 minutes.**

Elizabeth Tumas, 1142 Cypress Point, Twin Lakes, WI, stated she is applying for a Class B license and will be purchasing Pop More Corks. She is requesting the council approve her application.

**Approval of Minutes**

Howell/Wall motion to approve the Finance, License and Regulation Committee Meeting minutes of July 13, 2015, as prepared and distributed. Motion carried 4 to 0.

**LICENSES & PERMITS**

**Parade Permit Application filed by Russ Tronsen on behalf of Badger High School Student Council to use Wisconsin St., Broad St. and Wrigley Dr. for Badger High School Homecoming Parade on October 2, 2015 from 4:45 pm to 5:15 pm with request for waiver of fees**

Kordus/Wall motion to recommend approval with waiver of fees. Motion carried 4 to 0.

**Street Use Permit Application filed by Russ Tronsen on behalf of Badger High School Student Council to use Wisconsin St., Broad St. and Wrigley Dr. for Badger High School Homecoming Parade on October 2, 2015 from 4:45 pm to 5:15 pm with request for waiver of fees**

Kordus/Howell motion to recommend approval to include a street use fee of \$40.00. Motion carried 4 to 0.

**Original Class “B”/“Class B” Intoxicating Liquor and Fermented Malt Beverage License application filed by Mercedes or Bust LLC d/b/a The Bottle Shop, 617 West Main Street, Lake Geneva, Elizabeth Tumas, Agent, contingent upon payment of all outstanding liabilities and delinquencies with the City of Lake Geneva and wholesaler invoices, clearance of any Department of Revenue holds by all parties, and contingent upon Pop More Corks surrendering their license**

Kordus/Wall motion to recommend approval. Motion carried 4 to 0.

**Discussion/Recommendation on renewal of CD in the amount of \$310,866.67 plus interest, maturing on August 9, 2015 from Town Bank**

Comptroller Pollitt recommended they leave it at Town Bank with a 6 month term to stagger the maturity dates.

Kordus/Wall motion to recommend approval of renewal at Town Bank at 0.20% interest rate for 6 months. Motion carried 4 to 0.

**First Reading of Ordinance 15-07, amending Ambulance Service Transportation Fees (*recommendation by Police and Fire Commission on July 9, 2015*)**

**Discussion/Recommendation Resolution 15-R38, amending the Fire Department and Emergency Medical Services Fees (*recommendation by Police and Fire Commission on July 9, 2015*)**

Alderman Kupsik stated there was so incorrect information and recommended continuing the item.

Kordus/Wall motion to continue to next meeting, August 10, 2015. Motion carried 4 to 0.

**Discussion/Recommendation on Parking app proposal from Parkmobile (*recommendation by Parking Commission on July 15, 2015*)**

Parking Manager Sylvia Mullally stated the Parking Commission discussed giving people another option to pay for parking. She stated this does not affect stickers or meters; this is another tool to pay for parking. She stated Milwaukee, Chicago and Fontana are already using a parking app. They looked at three companies and Parkmobile

was the choice of the Parking Commission. Alderman Wall asked if there would be any cost to the City. Ms. Mullally stated there is no cost to the City; the cost would be done through a user fee. Parkmobile provided two fee options. The first would be a 20 cent convenience fee with the City paying for the processing fee as is currently done with the current parking system. The second option is a 38 cent user fee and Parkmobile would be the merchant of record. She stated this would be a one year trial. City Administrator Oborn stated with the 20 cent option the City is still absorbing the other fees. However, there would be no cost to the City with option two. He stated that they were leaning toward the 20 cent option for the trial but could do either. Alderman Kordus asked what Parking Commission is recommending. Ms. Mullally stated they wanted to explore the merchant of record. However, she stated the goal is to make sure the system is safe and works with the City's current system.

Mr. Kordus asked if they are PCI certified. Ms. Mullally confirmed they are level one. He questioned if this would cover the merchant of record. Comptroller Pollitt stated the City already has a merchant of record for credit cards being accepted at the kiosks. She asked if the City wants a second merchant of record or will all of the City's credit card processing transfer over to this company. Ms. Pollitt suggested trying it for a year to see if they like it. To convert over a merchant of record, contracts are signed and bank information is given. Alderman Kordus asked if they would only be the merchant of record for the parking app or all of Lake Geneva. Ms. Mullally stated it would just be for the parking app. Mr. Kordus stated the question is does the City want to pay the user fee or pass it along to the user. It really isn't a security issue. Mr. Kordus wondered when switching the merchant of record, would the City have to switch over all of their business to them. Ms. Mullally clarified the proposal was for the app. Parkmobile did mention they could take over the Luke credit card processing but it is not in the proposal. Mr. Oborn stated this is a trial period, so there is not a long-term commitment.

Alderman Howell asked if Ms. Mullally saw anything negative with approving this. Ms. Mullally stated it is a trial period and if we find anything wrong we will move forward from there. Mr. Oborn stated we want to be really clear that this is supplemental so people do not have to have the app to pay. Mr. Howell stated there might be a little confusion at first administering the app but it should all be positive. Alderman Wall asked if there is any benefit to use option 1 versus option 2 to the City of Lake Geneva. Mr. Oborn explained currently the City is eating the amount for the transactions. The 20 cents is their cost to run the program. The spread is the amount we are absorbing already. The negative is the amount being 38 cents rather than 20 cents. Mr. Wall asked if it would be 20 cents per transaction by credit card. They will then charge the City 18 cents. Ms. Pollitt stated it depends on what type of card and how much is charged. Currently, a person cannot charge less than \$1.00. Parkmobile is going to charge 20 cents per swipe, so option 1 is recouping that money from the user. Ms. Mullally stated it would be hard to calculate that merchant of record cost or savings because we don't know how many people will use this yet. If we continue to see an increase in users, then maybe we will be able to see the savings.

Alderman Kordus asked if the extra 18 cents covers the credit card transaction fee. If the City doesn't pick them as merchant of record, the assumption is that the City will pay 18 cents per transaction. Mr. Kordus asked what the cost would be per transaction if the City does not pick them as merchant of record. He also questioned if it would be coming out of the parking fund. Comptroller Pollitt stated they would not have a merchant fee. All of the City's credit card processing at the Luke is about 6 cents per dollar. Alderman Kupsik stated this is a convenience. Mr. Kordus wanted to know what the difference was between the 18 cents and what is currently paid. The City is currently doing better on the transaction charge. Mr. Kupsik asked if the 50 cents and dollar payments would be discouraged with this system. Mr. Oborn stated there is a minimum. Mayor Connors stated it is just like an Ipass. When signing up, the user gives a credit card number, puts in an amount, and has a replenishment number. It subtracts off of the balance. Mayor Connors noted it is his understanding if the user would pay \$1.38, the City would net \$1.00. In theory, the City would net more money by using the app. It is called an open loop system, so it can be used in other places as well. Mr. Kupsik confirmed Ms. Mullally suggested using the 20 cent fee for a trial period to see how it works or if it is even worth looking in to. Mr. Wall asked which option would make the City of Lake Geneva the most money. Ms. Mullally stated the goal is to get the \$1.00 per hour. Mr. Wall said option 2 would be more beneficial. Ms. Mullally noted there are other fees as well. Ms. Pollitt explained as she understood it, the 38 cents and 20 cents is the transaction fee so technically 18 cents would be the charge to the consumer to process the card. If the City processes it, it is approximately 6 cents on a dollar. Ms. Pollitt stated her recommendation is to do the 20 cents to see if people use it and like it. It can always be changed. She does not see the sense of jumping into a merchant of record at this point if the City does not have to, which would be the more conservative route.

Alderman Kupsik asked if the City would be locked into a set time period. In his opinion, the 38 cents would be the best route. Mr. Kordus questioned if there was a set up fee. Mr. Kupsik requested these questions be looked into further with definitive answers for what would best fit the City of Lake Geneva. Mr. Kordus stated he is comfortable moving forward with the parking app.

Kordus/Wall motion to recommend approval of the 38 cent user fee with Parkmobile being merchant of record for the app for a one year trial period. Motion carried 4 to 0.

**Presentation of Accounts**

Purchase Orders. None.

Howell/Kordus motion to recommend approval of Prepaid Bills in the amount of \$9,583.25. Motion carried 4 to 0.

Kordus/Howell motion to recommend approval of Regular Bills in the amount of \$85,779.82. Motion carried 4 to 0.

**Adjournment**

Kordus/Howell motion to adjourn at 6:43 p.m. Unanimously carried.

/s/ Sabrina Waswo, City Clerk

**THESE MINUTES ARE NOT OFFICIAL UNTIL APPROVED BY THE FINANCE, LICENSE & REGULATION COMMITTEE**