

**PIERS, HARBORS & LAKEFRONT COMMITTEE**  
**THURSDAY, OCTOBER 23, 2014 AT 6:00 P.M.**  
**CITY HALL, CONFERENCE ROOM 2A**

The meeting was called to order by Chairman Wall at 6:04 p.m.

**Roll Call.** Present: Aldermen Lyon, Kordus, Chappell and Wall. Others in Attendance: Administrator Jordan, City Attorney Draper, George Steffen, Harbormaster Chuck Gray, Kent Martzke, Sol Kaniuk, Mike McGill, Theresa Poetzinger, Sean Payne, Kelly Poetzinger and Phil Bona.

**Comments from the public limited to 5 minutes.** None.

**Harbormaster's Report**

Harbormaster Gray gave an update on the lakefront enterprises. The Buoys and slips had revenues of \$165,827 for 2014. The Boat Launch has revenues of \$30,373 and will be open until approximately November 15. The Riviera Ballroom has had revenues of \$129,921 so far this year. The caterers that use the Riviera pay a percentage of their gross to the City. So far this year the City has received \$26,153. The Beach brought in \$270,265 in revenue after paying the state sales tax.

Kordus made a motion to have item 7 moved up in the order, seconded by Lyon. Motion passed 4 to 0.

**Discussion/Recommendation regarding concerns of Riviera Tenants**

Item 7 was a discussion regarding concerns of some of the Riviera tenants. Theresa Poetzinger and Mike McGill spoke of issues they were having with Del Carlson. The issues of concern were that she would not stay in her own establishment, but would come in the hallway and try to talk to people standing in line at the Poetzinger's to come to her stores. They were also concerned that she would line up chairs in front of the Poetzinger's space and visit with people and stare at the Poetzinger employees. The leases for 2014 were amended to include wording that tenants were to stay in their own stores and keep the aisle-way free of obstructions. Phil Bona testified that Del Carlson tried to dissuade him from going to the Poetzinger's store. Mr. Kaniuk stated that he has had several incidents with the Carlson's. The most recent was being accused of taking pictures of girls in the Riviera. The Police came and inspected his phone and found nothing on it. He believed that the Carlson's had someone call the police and incriminate him. He also mentioned an incident 2 years ago where he was threatened by one of the Carlson's sons-in-law. The Committee said they would take all of this under advisement and were going to invite the Carlson's to the next meeting to discuss the concerns.

**Presentation by Clearwater Outdoors**

Next was a presentation by Clearwater Outdoor asking to use the beach September 11-13, 2015. Their 2014 event was a great success and the Committee agreed to allow them the use of the beach again next year.

Kordus/Lyon motion to allow Clearwater Outdoor use of the beach on September 11-13, 2015 and to include a tent, music and three parking spaces that Clearwater will pay for.

**Report on Summer Beach Usage – George Steffen**

George Steffen gave a summary of beach usage this summer. A copy of the report is attached to the minutes.

**Discussion/Recommendation of Fee Schedule**

The committee discussed making changes in the fee schedule. After some discussion, Lyon made a motion to charge \$3.00 per beach tag for residents to help defray the costs of issuing the tags, seconded by Kordus. Motion carried 3 to 1 with Chappell voting "no."

**Discussion/Recommendation on naming area in front of the Riviera**

The committee then discussed a request from the Beautification Committee to name the area in front of the Riviera Dreihaus Plaza. Mr. Dreihaus has donated money to the BID to place all of the hanging baskets throughout the downtown, donated the fountain that is at the entrance to the Riviera and has donated over \$200,000 in matching funds to those raised by the Beautification Committee. A request was before the Public Works Committee to name a street in honor of Mr. Dreihaus, but members of the Committee were concerned that once that happened, how would the City control the process. The Public Works Committee voted to name the area in front of the Riviera the Richard Dreihaus Plaza and the Beautification Committee would pay for the marker to commemorate his contributions.

Kordus/Lyon motion to approve the naming of the area in front of the Riviera Dreihaus Plaza. Motion carried 3 to 1 with Chappell voting “no.”

**Discussion of agenda items for next meeting**

The Committee then discussed items for the next agenda. Items to be placed on the next agenda are a discussion of buoy and slip rates for 2015 and continuing the discussion on the Riviera tenant issues.

**Adjournment**

Chappell/Kordus motion to adjourn at 7:23. Motion carried 4 to 0.

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/s/ Dennis Jordan, City Administrator

**THESE MINUTES ARE NOT OFFICIAL UNTIL APPROVED  
BY THE PIERS, HARBORS AND LAKEFRONT COMMITTEE**

SUMMARY FOR THE 2014 RIVIERA BEACH SEASON

Receipts from kiosks sales \$286,131

Receipts from city hall group pre-sales (not on kiosks) \$1738

Actual total sales \$287,869

Total Receipts based on wristbands used \$285,298 (\$292,611 last year)

36,595 adults at \$7 each (37,701 last year)

9,711 children at \$3 each (9,661 last year)

14,125 local pass admissions (14,277 last year)

\$61 from locker rentals (\$101 last year)

\$30,621 given back for refund slips (\$40,852 last year)

Beach season consisted of 97 days (same as last year)

8 days of 85 degrees or warmer (21 days last year)

0 days of 90 degrees or warmer (6 days last year)

16 days with some rain (12 days last year)

38 days of over \$3000 in receipts (35 days last year)

9 days of over \$6000 in receipts (11 days last year)

2 days of over \$10,000 in receipts (3 days last year)

Best day in 2014: \$14,200 (July 4) (6th most money ever)

Best week in 2014: \$31655 (August 4-10)

13 adult (\$70) and 11 child (\$30) season passes were sold at city hall for \$940

24 rafts and 4 cabanas were sold at city hall for \$620

43% of the 20,936 kiosk purchases were made with cash (53% of these had refund slips)

\$448 of the refund slips weren't returned for refunds

\$2571 of the kiosk purchase receipts weren't used or turned in for wristbands

## BEACH HISTORY

The city took over the beach in 1980 and built the beach house in 1998.

Starting in 2013 all beach admissions (except for group pre-sales) were purchased at the 3 beach kiosks. Wristbands and change for cash transactions were given at the beach house.

The wooden boardwalk was replaced and new sinks and countertops were installed in 2014.

Admission prices : \$2/\$1 1980-89; \$4/\$2 1990-98; \$5/\$2 1998-2007; \$6/\$3 2008-2010; \$7/\$3 2011-2014

Total receipts for 35 years \$5,503,606

Total receipts for the 17 beach house years \$3,799,328

Average annual income for the last 17 years \$223,490; Median \$213,349

Best year for income: \$367,985 (2012)

Best year for attendance: 52,861 adults and 8,805 children (1988)

Worst year for attendance: 17,304 adults and 4390 children (1992)

The income from the beach in 2014 was the 6th largest ever.

Since 1980 9 years have had a greater number of paid admissions than 2014.

With the beach management controlling the hiring and scheduling of the kiosk supervisors in 2014 a savings of \$9279 was realized compared to 2013.

Joe Clifford and George Steffen have been the beach managers for all 35 years of city operation.

## SUGESSTIONS FOR 2015

Turn off the printing of refund slips and just use receipts to determine the refund amounts. (This would reduce the beach patrons' confusion.)

Keep the prices, ages, and admission times the same. (Staying open an hour longer would increase the payroll by 12.5% also increase the cost of the lifeguards. Beach patrons will wait an hour to get in free.)

- Have the weeds taken care of in a more timely manner.
- Fix or replace the men's washroom sliding door.
- Have Gage paint the piers at the beginning of the season.

*Refund on  
Some piece  
of paper.*

*?*

*New bigger  
Lockers*

*George Steffen 9/18/2014*