

**City of Lake Geneva Parking Commission**  
**September 3, 2014– 6:00pm**  
**Conference Room 2C, City Hall**  
**Minutes**

**1. Opening and Attendance:** Attendance recorded and copies of minutes distributed.

**2. Roll Call**

Present: Kordus, Fleming, Swangstu and Krause

Present (non-voting): Chamber of Commerce President Schaefer

Also Present: Councilman Hill, Administrator Jordan, Parking Manager Mullally

**3. Approval of Minutes**

Kordus requested a motion to approve the July 16, 2014 minutes. Jordan motioned to amend the minutes to include restricted parking on Dodge Street between Cook and Madison because of its narrowness. Unanimously carried.

**4. Open Comments**

None

**5. Nomination of New Parking Commission Chair**

Krause was unanimously nominated and accepted the nomination to serve as the new Parking Commission Chair.

**6. Update of Parking Structure**

Jordan stated that the wording on the “parking ramp” referendum question was completed and accepted by the City Attorney –“ready to go on the ballot.”

Kordus suggested setting a date for a public informational meeting in early September.

Hill stated that the Commission should be prepared for the opposition as they will be speaking out against the structure. A full out sales effort should be prepared including talking points, a sales packet, TIF white paper, financials, and a 3D design packet which can be disseminated at social events such as at the Chamber of Commerce Annual dinner or the Economic Board.

Kordus suggested placing an ad in the newspaper to clarify what may be unclear to voters such as the role of the Parking Commission, misinformation on issuing bonds, how a TIF works, and how it will not negatively impact taxes.

Krause also recommended disseminating information to the public through Channel 25, a letter to the newspaper editor; and designing a billboard with bullet points, TIF facts and financial longevity points that could be displayed in the Cook lot for voters to see.

The Parking Commission agreed that all information must be approved by the City Attorney before displaying to the public.

#### **7. Resident Parking Update**

Kordus led a discussion on forming a smart card pilot program for residents instead of issuing resident parking stickers. Kordus suggested that the parking kiosks could use smart cards that would elevate the current practice of chalking tires to enforce the consecutive two hour limit on resident parking. The pilot program would be based on disbursing 1,000 smart cards that would allow 200 parking hours or 100 days of parking in metered stalls over a year period. The cards would be transferable and be given certain parameters such as limiting certain parking stalls or lots. The program could also help promote parking in the ramp in the future. Kordus suggested a \$10 cost associated with the smart card to cover the expense of the card and a replacement card fee in the event of a loss.

Hill suggested that a parking app may be more flexible and also replace chalk enforcement.

Krause agreed and stated that there would be an added risk of fraud and/or loss of revenue associate with the cards.

The Parking Commission agreed that any recommendations regarding residential parking would be forwarded to the City Council.

Mullally stated that she would continue researching the smart card and the parking app option for the City and present the findings at the next meeting.

#### **8. Date and Agenda items for next meeting**

The Parking Commission agreed to a public informational meeting regarding the parking structure on September 24, 2014.

#### **9. Action Items**

The Parking Commission asked Mullally to coordinate presentations from parking app companies at the October 15, 2014 meeting.

#### **10. Adjournment**

Motion to Adjourn at 7:15pm by Krause, Passed Unanimously

**Next Meeting Wednesday October 15, 2014 at 6:00 pm**