

City of Lake Geneva  
Parking Commission  
June 9, 2011

Call to Order by Chair Kevin Fleming.

Roll Call: Kevin Fleming, George Henerly (chamber representative), Frank Marsala (alderman), Martin Smith, Dennis Swangstu. John Button was absent.

Approval of the minutes: The minutes were approved.

Comments from the public: There was discussion of repaving of additional parking spaces on the west side of the drive in front of Central-Denison Middle School. During repaving some parking will not be available.

Discussion/Recommendation for amending Municipal Code Chapter 74-221 and 74-234 (Parking Regulations), regarding limited time parking on Wisconsin Street. Kerri Johnson explained the change in parking regulations to make them consistent in the area. Moved/seconded to recommend to the Common Council the changes. Passed unanimously.

Discussion/Recommendation on Parking System: Parking Commission members were invited to attend the June 6 Committee of the Whole meeting where three parking system vendors. Parking Commission members attended, but were not allowed to ask any questions. Parking Commission members did not have information about the purchase prices nor annual cost of any of the three systems. Following the discussion all members said that Digital Payment Technologies/Automated Parking Technologies was their preference. Features mentioned as important were: pay by space; solar, when possible; credit/debit cards, cash, and coins; coupons; beach pass integration; paying parking ticket at meter; and swipe cards. Moved/seconded that we send our evaluation to the Common Council. Passed unanimously.

Parking Objectives: The next step for the Parking Commission is to establish parking objectives. The discussion resulted in the following ideas:

Stake holders:

Parkers, visitors

Business owners (balance the needs of businesses)

Homeowners

1) Homeowners in spillover locations (near central business district)

2) Homeowners in other locations

Employees – 1,500 at peak times

City

The city needs a long term parking plan which might include:

Parking structure

Shuttle

Trolley

Bicycles and mopeds

More parking lots

Apartments above stores (to reduce commuting)

Ways to reduce parking demand  
Better utilizing what parking we have  
City master plan  
Maps showing "you are here."

Goals:

Employee/employer parking that is safe and accessible  
Effective parking will increase bottom line for businesses

Challenges:

How handle resident stickers and best parking spots?  
Home owners vs. visitors tension  
Ways to help and segregate beach goers, boat riders  
Ways to encourage turnover in high demand parking spaces  
Making spaces clearly and easily available  
Pricing parking meters to ease parking issues  
Friendly enforcement  
Courtesy tickets and graduated fines

Next steps:

An employer survey  
An employee survey

Martin Smith  
Acting Secretary