

**COMMITTEE OF THE WHOLE**  
**MONDAY, NOVEMBER 1, 2010 - 6:30PM**  
**CITY HALL BUILDING, COUNCIL CHAMBERS**

Council President Krause calls the meeting to order at 6:30pm.

Pledge of Allegiance led by Alderman Mott.

Roll Call. Present: Aldermen Hartz, Mott, Marsala, Kehoe, Fesenmaier, Krohn, Tolar and Krause. Also present: Administrator Jordan.

Approval of Minutes from October 4, 2010 Committee of the Whole Meeting as distributed. Tolar/Marsala motion to approve. Unanimously carried.

Comments from the public as allowed by Wis. Stats. §19.84(2), except for public hearing items. Comments will be limited to 5 minutes.

Alderman Kehoe stepped down and spoke, encouraging everyone to vote tomorrow and to bring a non-perishable item to donate.

Cheryl Ryan, 795 Curtis Street, requested that the City keep the bike trails open this winter, especially with the new trail on the Edwards Boulevard extension. A lot more people are using these trails and a lot of people don't snow shovel. Within Veteran's Park and behind the Lagoon near Martin Office Supply was not kept open last year; the trail off of Townline that goes by Hanley's Zipline is designated a cross-country trail but it has never been opened. She also requested a few trash cans be left up during the winter and possibly open restrooms. Her last request was for the Police to increase speeding patrols on Townline Road, Lake Geneva Boulevard and particularly Curtis Street.

Thomas Spellman, 270 Country Club Drive, #22 commented that the Beach income was the best ever yet there was a reluctance to use the cash register. He said let's get a second cash register and bring Lake Geneva into the real world for next year.

George Huebner, 4202 Central Boulevard, Delavan commented that he was in a wheelchair a year ago and goes to the Y several times a week. The arrows at Broad and Main go on even if there are no cars turning and it slows down traffic; he also requested a no loading or unloading sign at crosswalks.

Ken Etten, 1109 Wisconsin Street noted that the old Geneva Theater is up for sale and encouraged making it a community cultural center or performing arts center. As a member of the Historic Preservation Commission and a citizen of Lake Geneva, he asked that the City lend support to the idea of developing this as a community center. This is a one-time opportunity; we often think when we look at buildings that have disappeared from Lake Geneva, such as the old Hotel Geneva by Frank Lloyd Wright or the old train station, how did we let those go away. He has talked to the Mayor and other city officials, the Chamber of Commerce and others to encourage keeping an open mind to work with whoever might buy the building.

Alderman Marsala responded to Mr. Spellman's comments about the beach money. At more than one meeting, the amount of money taken in at the beach has been noted. Last year, we had some recommendations from the audit company on how to improve operations at the beach and we began implementing them. The cash register was put into use later in the

season; they also purchased a safe box and tried having a police escort to the bank. A second register was considered for expediency rather than improving the security.

**Presentation on proposed parking study survey by UW-Whitewater.**

Susan Johnson and Jolly Emrey, faculty members at UW-Whitewater and directors of the Center for Political Science and Public Policy Research, came before the Committee. Ms. Johnson said they had spoken briefly this summer with Mayor Connors, Kevin Fleming and Dennis Jordan and based their proposal on that meeting. There are four target groups you want to get feed-back from, those being residents of Lake Geneva, merchants, employees and visitors. She said they had talked at length on how to measure the opinions of all those groups and determined one of the most efficient ways would be through a survey for residents, merchants and employees in the form of a paper survey which would be mailed out. For visitors, something could be put on the website or even promote it around our ice-carving festival. Some things that would be included in the survey would be the idea of a public parking facility or the parking pay station. They would then break it down by each stakeholder and by geographic area as well as by some of the other measures. They would then do data entry and analysis, providing a written report and making recommendations on what they had found.

Alderman Hartz confirmed that the objective would be to generate a set of descriptions of opinions about parking, parking issues and whether certain groups think there even are parking issues. Ms. Johnson explained the goal is whatever Lake Geneva wants but these items were their understanding of what the City wanted.

Alderman Kehoe said the first thought of the population being surveyed will be how much it will cost us. Ms. Johnson said how it should be paid for can be included in the questionnaire. Alderman Krause asked what other communities they have offered this service to and what have been the results. Ms. Johnson responded they had worked with Janesville and the Janesville Police Department, doing a police satisfaction survey. They also worked with Whitewater on a comprehensive plan. They have not done a parking survey with other communities, but have done a wide variety of surveys including welfare reform and voting turn-out. They just collect the information in the best way, analyze it in the most rigorous way possible, and present the information for you to make the decisions on how you are going forward.

Alderman Kehoe asked what our cost for this study is. Johnson responded there are two different costs, depending on who mails out the surveys. The first cost is \$8,000 with the City mailing and collecting the surveys; otherwise, it is \$10,000.

Administrator Jordan brought the Committee up to date. He explained that they sent their proposal to us and we took it to the Parking Commission, who had a lot of questions. They said there may be other things we might like to add to this and we were going to ask them to come back down. However, we didn't want them to have to keep coming back if the Council was not really prepared to commit a certain amount of money to it. What we asked for was an amount not to exceed \$15,000 but if there were going to be other components added after the meeting with the Parking Commission, we wanted to have those included. When that came to the Council, the Council said we would like to ask these folks these questions and that is why they are here, to move forward to see if you have anything else you would like to see in the survey.

Alderman Krohn asked whether this would be paid for by the Parking Commission. Alderman Krause said that would be up to the Council. There was a lengthy discussion on what the advantage of this service would be. Ms. Johnson said their job is to analyze the data and give you what you want back, then for you to go forward.

Alderman Tolar questioned whether they would give any suggestions or solutions. Jolly Emrey explained that after they analyze the data, it is up to you what you want to do, based on their findings.

Alderman Marsala feels this will be an opinion poll and the only information that is going to come out of it is that there is a parking problem; what you come up with for data will be what

each one feels the solution is. Johnson explained this gives you hard data to move forward. Alderman Marsala is trying to find out what this would really provide us to make a decision. Alderman Hartz felt this would give them objective data from which they can make a reasonable decision or help develop an overall parking plan, based on objective data. Kevin Fleming, Chairman of the Parking Commission, explained they are looking for some direction from the Council and felt the study would give us some ideas on where to head and for decisions that need to be made as far as whether we want a structure or a parking system. The reason they are here tonight is so you are all informed on what they are going to do. The \$15,000 was a maximum that would come from the Parking Fund; what they are looking for from the Council is whether they want to do it or not.

Administrator Jordan said that going back through the minutes from the 60's, 70's, 80's, and 90's, a structure keeps coming up. The driving factor on this is that TIF is almost gone; if you want to close it by 2012, he thinks they are going to want all the information they can get to see if that is the right thing to do. Once this time period leaves, he doesn't know when in the future they will even be able to afford it if you don't have the TIF to help support you. The other things that might be added to the survey would all be parking related, not other subjects.

Alderman Krause said the Council had voted on this and it was denied, but wondered if they wanted to take a straw poll on this. Alderman Hartz said yes, Mott yes, Marsala no, Kehoe yes, Fesenmaier no, Krohn no, Tolar no, Krause yes. Alderman Krause said since it is a tie, they will let the Mayor deal with it at the next meeting.

#### **Discussion/Recommendation on possible uses for the WE Energies Building (requested by Aldermen Kehoe & Krause)**

Alderman Krause said there has been a lot of discussion on what to do with the building. They would like to get some direction from the Council as to whether we want to sell it, utilize it, rent it, or anything else. We need to start thinking of a plan for the property; tonight is just initial thoughts.

Alderman Kehoe asked Police Chief Rasmussen to come up and talk. The Chief explained the building could be used for a back-up City facility, looking at needs the City has through emergency management and the Police department. There is a need for EOC (Emergency Operations Center) where the Council can meet if something happens to this room or building, and also a back-up dispatch center. We don't need anything elaborate, just something we can have the phone lines switched to in case something happens in our dispatch center. That could be something as simple as a sprinkler head and we are out of business for a while.

Another possibility is a City training center, which originally the Senior Center was supposed to be. We really don't have a place for training for the Police Department or the City. Storage is another need; many of the important records for the City are being kept at the Street Department and there is some concern about the safe keeping of those and deterioration because of the conditions they are being stored in right now. The Medical Reserve Core needs storage. He is in favor of this because this is a building the City already owns. Both Alderman Tolar and Krause said they have toured where the police train, a storage area in the basement of City Hall; it is a disgrace and less than ideal.

Fire Chief Connelly said, for the Emergency Operations Center, the WE Energies Building is probably one of the best situated buildings we have because of the location. The Chief added, if we get into some type of large incident and we have multiple jurisdictions, there is plenty of room for all the jurisdictions to come in there and park. Emergency management has been basically non-existent other than on paper, so we have a lot of work to do. Whether we use that facility or not, we do have to put together an EOC to satisfy Homeland Security and FEMA that we are doing everything we are supposed to in order to receive grants from Homeland Security.

Alderman Krause asked what percentage of the building they were looking at for their needs. Chief Rasmussen said about 40%; they are not looking for anything elaborate, just the location. Alderman Krause asked if there are grant monies available for this type of thing; the

Chief said there have been and once they find a location, they can start putting in for grants as they come up. As to the cost and funding, Chief Rasmussen said he requested \$25,000 in the Emergency Management budget for the EOC. He felt that would probably take care of the EOC and emergency dispatch center; he did not know what moving the phone lines would cost. Alderman Marsala asked whether the phone building basement would work. Chief Rasmussen said the negative to that is that it is too close to this building; if anything happened to this building, it would probably affect that one as well.

Alderman Krause asked if we have the fair market value for the WE Energies building. Administrator Jordan said we are in the process of getting it; he added that it could be divided into four lots to be sold, or to keep a piece. Alderman Krause said, from a resale standpoint, it is a unique building and would require a special buyer to utilize it. He posed the question of whether the land itself is more valuable without the buildings.

Alderman Hartz thinks it is an option for the EOC but would like to look at other buildings the City owns and look at the Master Plan before we split up the property. He would also like to know when we bought the property, what was the intention with the building and does that still have merit. Alderman Krause said there was no intent; we purchased the property for the extension and there was no discussion as to how that building would be used.

Alderman Kehoe said they discussed using part of the building as an emergency shelter for the area. The painting and cleaning could be done by volunteers. We do not have water and lights. Chief Rasmussen said the water has been turned off; the reason this has been brought forward now is there is mold starting to come in the building so it needs to be taken care of.

Alderman Krause thought the HVAC has been turned on and the mold cleaned up.

#### **Discussion on compliance with Uniform Traffic Control Device standards (Mayor Connors)**

Mayor Connors explained that Walworth County holds an intergovernmental meeting three times a year which he attends. At the meeting last week, a gentleman from the Transportation Information Center out of UW Madison said they are holding a series of upcoming transportation safety workshops to get down to the basics of creating a systematic plan to meet the new requirements required by the compliance deadline in the 2009 Manual on Uniform Traffic Control Devices. There will be one held in Waukesha on November 11 and the cost is \$60. They are talking about a method of developing a comprehensive sign inventory listing, which is a foundation for a replacement plan that will be required. The Mayor described some of the requirements and the dates they need to be in place.

#### **Finance, License & Regulation Committee, Alderman Krause**

Alderman Krause recapped the budget. We are keeping it flat at \$5.51 per thousand. He listed some of the cuts that had been made including elimination of the summer brush pick-up; raising the adult daily beach pass and business license fees; and eliminating Christmas bonuses, Planning Commission wages and the Four Seasons person. By doing that we are at a budget for 2011 of \$7,825,613; there were a multitude of cuts in addition to the ones he read. As of November 1, most of the room tax fees were paid, except for the Cove which is our largest one.

#### **Personnel Committee, Alderman Hartz**

Alderman Hartz reported that at the October 26 meeting, they had three agenda items pertaining to evaluation of the City Administrator and job description form.

#### **Public Works Committee, Alderman Tolar**

Alderman Tolar reported they sent the Riviera bid to the Council for approval. They also sent the Compact Car ordinance to the Council and the layout for the signals at Sheridan Springs Road. They had a discussion on the upgrade of Willow Road off of County Trunk B which was held until the next meeting. They discussed the Main Street tunnel inspection results and it was recommended that they send out for three bids. They discussed the Street Department budget. The Public Works Committee wants to know whether we want to renew the snow

removal contract, which was a one-year contract with Bob Carlson of Lookin' Good. He is interested in doing it again. Public Works Director Winkler explained how the system worked last year and that Carlson was consistent and very efficient. Alderman Krause said some of the issues he dealt with were regarding sidewalks that no one used because the sidewalk was not continuous into adjacent lots. He will meet with those people to work something out. Alderman Hartz asked how we determined when a sidewalk needed to be shoveled. DPW Winkler said Carlson drove the community to make sure they were cleared and also responded to complaints. Administrator Jordan added that there was a complaint form system; the Street Department did some of it as well as quite a few citizen complaints. We gave them a few days and plowed once we could see they weren't doing it. Alderman Krause and Alderman Krohn both mentioned that complaints they received came from non-resident property owners who don't live here full time. Hartz mentioned that pedestrians, especially those with wheel chairs and strollers, have the most trouble with the ramps at the corners which are impassable. DPW Winkler said they can call City Hall and we can deal with each case individually. Alderman Mott suggested we have Carlson come in for the next meeting to give particulars of how it went last year; Alderman Krause concurred, saying Carlson definitely had some things he wanted to share after last season. He wanted to come back and inform on the issues he discovered which would help us proceed for the following year. Alderman Krohn related how she shovels the front of her lot and the ally side of her lot, but then the Street Department piles up snow on either side, so the sidewalk is not clear. DPW Winkler said alleys are the single most difficult areas to clear. They have adopted a policy in which they push it to opposite sides each snowstorm, going as slowly as they can. Alderman Krohn said she just doesn't want to get a bill saying she didn't shovel her sidewalk. The consensus was that they would like to continue this program.

Alderman Tolar next addressed the Street program. We have a little over \$100,000 left and there are a couple of streets we could address. DPW Winkler explained we are pretty well done paving everything that is on the list in the contract for this year. We have nearly \$140,000 left in that contract to do additional tax increment district related street work mainly because when we did Broad Street, the existing asphalt was much thinner than expected. With the additional tonnage left over, we have the ability to do one more major street entering the city. The recommendation is to do County Highway H from Edgewood to Williams Street. It is probably our most broken up and bumpy street, even though it is not in our jurisdiction or our responsibility. The thinking is to do it and ask the County for an agreement to reimburse us within the next two years when they have money in their budget. We get the road fixed so it is not a pothole nightmare for the winter and the County gets off the hook for patching all winter long. If it sounds like something the Council would like to do, he can have Payne and Dolan give us an estimate and talk to the County to see if they would be amenable to entering into an agreement. Alderman Hartz said he would prefer to have the money put into streets within the City. Alderman Krause sent this back to Public Works Committee.

#### **Piers, Harbors, & Lakefront Committee, Alderman Marsala**

Alderman Marsala reported that at their October 28 meeting, they set the rates for the west end slips, buoys, lagoon slips, dinghy pads and kayak/canoe racks. They also made an agreement for the commercial leases for the slips and buoys for Geneva Boat Line and Marina Bay, as well as the leases on the docks for Geneva Boat Line and Gage Marine. The up-to-date launch revenues are up 8% over this time last year; the vendor revenues have come up to \$8,000. The ATM machine has brought in almost \$2,000, about a 20% increase over the prior year. The new rates will be brought to the November 22 Council meeting for approval.

#### **Utility Commission, Aldermen Marsala & Tolar**

Alderman Tolar reported that the DNR is again asking about the gas station that used to be at the foot of the old railroad bridge. Apparently years ago there was a laundry there and they say the chemicals used have contaminated the ground. They have turned this over to an

attorney to see if they can work this out; it has been going on for a long time. The Commission awarded a contract to a company to do sealing of some sanitary manholes. They also discussed backup sewage insurance. The City said they could not afford the premiums and sent it to the Utility Commission to see if they would take care of it. That motion was denied. Alderman Fesenmaier asked if the Utility Commission letterhead could be used for the Utility Commission agendas but that the Public Works agendas be on a different letterhead; when Public Works items come with Utility Commission at the top, it is very confusing. DPW Winkler said he would be willing to look at a change in their letterhead.

#### **Tree Board, Alderman Fesenmaier**

No meeting, no report. Alderman Mott asked about the stakes he sees in yards. Alderman Fesenmaier responded that we are replacing trees in the TIF District. That is where the funding was approved. The funding for the other districts was removed from the 2010 budget, but now it seems the Council will support putting the funds back into the 2011 budget. Alderman Mott asked who decides where the trees are planted. Alderman Fesenmaier said the City Arborist brings the list to the Tree Board and it is approved there.

#### **Police & Fire Commission, Alderman Tolar**

Alderman Tolar said the Police Department has the new speed control trailer. They accepted a security grant for security of schools for \$56,610. They also had an officer attend a class on safety seats for children; they now are supposed to be installed by a safety technician, and he will be certified to do that. The Police Department put on their Search and Seige program at the middle school, in which they combined with the Fire Department and Swat team in an exercise to practice dealing with a hostage situation. They will do it again next year. The Fire Department had a couple of people resign because they moved out of the area. They talked about their budget and the possibility of having the Phoenix program in their system to tie in with the Police Department.

Alderman Marsala commented that other Police Departments came to observe the practice run at the middle school because this was quite a program they put on.

Alderman Fesenmaier said she was on the other end of it as a volunteer trapped in a room and was impressed with the wide variety of people who volunteered and were able to give their input.

#### **Planning Commission, Alderman Hartz**

Alderman Hartz said they have not met since the last Council meeting. He commented on the Trevor Hotel and the bad state it is in. He would like the City to give some attention to it.

Alderman Krause said his concern is safety issues which we need to look into. Alderman Krohn said she had phone calls just this week on this property.

#### **Board of Park Commissioners, Alderman Fesenmaier**

Alderman Fesenmaier reported they approved a park permit for the Geneva Lake Art Association for Art in the Park next year, again in Flat Iron Park . The Council passed a resolution establishing Migratory Bird Day for May 7, 2011. Administrator Jordan said the application was sent in and they called asking for a couple of clarifications which he will return to them. They hope to name the cities by December. They discussed removal of the fire barrel in Library Park, which hasn't been used in years. The Fire Department is in favor of removing it. Mayor Connors said he was okay with removing it but they would like the barrel back in case they decide to put it up somewhere else. Alderman Fesenmaier said the Park Board recommendation to the Council was that it be removed and donated to the Museum. It will go on the next Council meeting and they can amend it to go back to the Fire Department at that time. Alderman Marsala wondered about the parking for Art in the Park and mentioned that the Parking Commission had some concerns with bagging so many meters. Alderman Krause reported that he had complaints about the noise of tennis balls being hit against the board attached to the chain link fence at the Maple Park court. Like barking dogs,

it is a nuisance and Alderman Krause feels the board needs to be removed until we have a solution. Alderman Fesenmaier said it was addressed by the Park Board and it is in the hands of Public Works.

### **Library Board, Alderman Krause**

Alderman Krause reported they completed their budget. There was a lot of discussion dealing with the standards; we have to meet a certain number of publications of books, C.D.'s and so forth. They are currently ordering a lot of items to meet those standards. If we don't meet them, we lose \$70,000 from the Consortium. The Library continues to be very active.

Alderman Krause encouraged those with children to check out the Library; they have a tremendous number of activities for children, and for others. We secured an agreement with James Dresser, the original architect of the Library, who was looking to donate services to do some more drawings for the Library.

### **Historic Preservation, Alderman Kehoe**

Alderman Kehoe asked Ken Etten to speak. He reported that on October 15 and 16, the Wisconsin Historical Society had their state conference at the Grand Geneva, with over 350 people in attendance. Most of the members of the Commission were able to attend at least one day of the conference. A speaker he found especially helpful was Donovan Rypkema from Washington, DC who works with communities and developers, both in this country and a number of foreign countries, on downtown revitalization and adaptive reuse of historic buildings. He pointed out both the negative impact of "white elephants" and the positive impact of adaptive reuse of these buildings; he gave a lot of statistical information. Mr. Etten again mentioned the Geneva Theater. Another thing they are working on is the Railroad Heritage Trail. They are trying to designate the area where the railroad used to go through the community and give some recognition to the important impact of the railroad on the development of Lake Geneva. Ed Yaeger has been working off of some old maps to plot out where the old railroad turn table, the train shed, and the water tower used to be. Next year will be the 100<sup>th</sup> anniversary of Horticultural Hall. The hall will do a number of events to commemorate that and the Commission will be working with them on that. On Sunday, July 31, 2011, the Tales of Lake Geneva program will be geared to stories related to horticulture and gardeners around the lake. Mr. Etten commented that Denny Teichow has come to many of their meetings and done a tremendous amount of work for the Historic Preservation Commission; he has developed their website. He has suffered the terrible loss of his wife, Sandy; there was a very moving memorial ceremony at Horticultural Hall for her. In her honor, he hopes we as a community and individuals continue to carry on her work of helping others in need, "paying it forward" when you see someone in need.

Alderman Kehoe said she went to two of the workshops on preservation and what is required in preserving a building. When you do start to mark a building to be preserved, you have to have someone come in from Madison to make sure you don't do anything that will destroy the opportunity for it to be a preserved building. It is pretty fussy to get something preserved.

Alderman Krause asked if the previous Tales of Lake Geneva programs are available to the public. They have the two previous ones on audio or video tape; the most recent one is on DVD, though they had some recording problems. They may have it available on the website at some future point.

### **Cemetery, Alderman Krohn**

No meeting, no report.

### **Parking Commission, Alderman Marsala**

No meeting, no report.

### **Communications Committee, Alderman Fesenmaier**

Alderman Fesenmaier reported the main item they talked about was the loss of public television Channel 11 from Chicago. Administrator Jordan said some citizens did call, and he spoke with the government representative from Time Warner. She said the Milwaukee and Chicago channels are two separate ones, and the Chicago one wanted to up the royalties but Time Warner felt it was too expensive. Alderman Fesenmaier feels it is important enough, due to those who visit and live in our community that we actually try to have that channel reestablished. The Committee is hoping the Mayor will write a letter trying to reestablish that; he said he is willing to do so. Alderman Fesenmaier asked that the number to call be put on the website so the public may call.

**Chamber of Commerce, Alderman Krause**

Alderman Krause reported they had a recap of Oktoberfest, which was very successful, with huge crowds this year; they are talking now about Winterfest. There was a lot of discussion on the building and whether it will be demolished, added to or moved. They need direction from this body. Discussion followed on whether the Chamber building should stay in the park, the bathrooms owned by the City, what would be gained by taking it down, future expansions, how long they have been there, other possible locations, and funding issues.

**Lake Geneva Museum, Mayor Connors**

Mayor Connors said they met on October 6. He attended the first half but then had a conflict with the Park Board. They are still looking for a full time Council member to serve on the board. They are having a fundraiser this Thursday at Celebrations. They are working on a Ceylon Court exhibit and rearranging the north gallery.

**Lake Geneva Economic Development Corporation, Aldermen Mott & Hartz**

Alderman Hartz said they met October 27. Their website [www.lgedc.com](http://www.lgedc.com) is operational. The first of six sessions of Breakfast and Learn seminars was held on October 20; the next one will be November 17 at 7:30am. It is free to the public and includes breakfast.

**Geneva Lake Environmental Agency, Alderman Fesenmaier**

No report.

**Geneva Lake Use Committee, Alderman Krohn**

No report.

Alderman Krause encouraged everyone to get out and vote. The polls are open 7:00am to 8:00pm; Aldermanic Districts 1 and 2 vote at City Hall and Aldermanic Districts 3 and 4 vote at the Firehouse.

Alderman Mott said we need to do something about the Gazebo as it is in a bad state of repair. Alderman Krause asked the Administrator to refer that to Public Works.

Hartz/Marsala motion to adjourn. Unanimously carried.

Transcribed from audiotape  
/s/Artis M. Roenspies, Deputy Clerk