

PIERS, HARBORS & LAKEFRONT COMMITTEE

THURSDAY, JANUARY 24, 2013 AT 6:00 P.M.

CITY HALL, CONFERENCE ROOM 2A

The meeting was called to order by Chairman Wall at 6:01 p.m.

Roll Call. Present: Aldermen Tolar, Mott, Hougen, Kehoe and Wall. Others in attendance: Mayor Connors, Harbormaster Gray, Beach Manager Clifford and City Clerk Hawes.

Approval of Minutes from October 25, 2012 meeting as distributed

Tolar/Hougen motion to approve. Unanimously carried.

Comments from the public limited to 5 minutes. None.

Harbormaster's Report

Harbormaster Gray said there was not much new to report since the last meeting. He said Riviera bookings are well ahead of last year. Every Friday and Saturday is booked through the summer. He is now booking into 2014. Mr. Gray said most of the bookings are for weddings.

Discussion/Recommendation on 2013 pier and buoy rates

Chairman Wall referred to a comparison of rates with Fontana and Williams Bay. He said that he made a motion at the last meeting for a 10% increase to bring the rates more in line with the other communities. The motion failed due to lack of second so that Committee members could think it over.

Alderman Hougen said a 10% increase seemed reasonable compared to the other communities. Alderman Tolar suggested an increase at the cost of living rate. Alderman Mott said a cost of living increase would be reasonable if that type of adjustment was made annually, but since an adjustment hasn't been made for some time, a larger increase is appropriate at this time. Alderman Hougen suggested increasing the resident rate by 2% and the other categories by 10%. The Committee discussed the merits of changing the cost of the lagoon slips to be the same as the buoy rental rates.

Wall/Mott motion to recommend increasing the lagoon slip to the rate of buoys, and to increase rates 10% across the board. Motion carried by vote of 3 to 2, with Tolar and Hougen opposed.

Discussion/Recommendation on renewal of pier and buoy leases

Harbormaster Gray said the commercial lease rates are tied to the annual pier and buoy rates set by resolution. He said the buoys use the non-resident rate and the slips use the non-resident property owner rate.

Hougen/Kehoe motion to recommend approval of the commercial lease agreements with Gage Marine, Marina Bay Boat Rentals and Lake Geneva Boat Line, Inc. for a three year period using the 2013 rates as set by the Council. Unanimously carried.

Discussion/Recommendation on beach collection procedures

City Clerk Hawes said the Committee last discussed installing a kiosk for beach passes and purchasing a new register for collections as ways to address the recommendations in the beach operations audit. Mr. Hawes said Administrator Jordan has researched registers and determined some options for a touch-screen point-of-sale system that could accept credit card and perform a number of different functions.

Mr. Hawes said he spoke with Comptroller Pollitt who expressed concern with creating an additional merchant ID for the City. The City currently has four merchant IDs and each ID has its own set of costs and fees. Mr. Hawes explained an option that was discussed among staff for using kiosks only and no cash register; he said this option would allow the City to accept credit cards without having to create an additional merchant ID and it would fully address the recommendations of the beach audit. He said the kiosks do not give change, but there is an option for the kiosk to issue a voucher for change. He said they could keep a small cash drawer for change where they issue beach wristbands. Mr. Hawes said that

if they went with an all-kiosk option, they should staff a person to greet visitors, to help with the kiosk transactions and to do basic trouble-shooting with the kiosks, such as replacing receipt rolls. He said the City could order the kiosk in a different color at the beach to differentiate from the parking kiosks.

Mayor Connors said having someone staff the kiosk would allow them to verify ages at the point of purchase. Beach Manager Clifford said the beach entrance area can get pretty congested; he suggested the kiosks be at the top of the steps and not at the bottom.

The Committee discussed the use of the west end gate; Mr. Clifford said the gate is never open and visitors are funneled through the east entrance.

Alderman Hougen asked if there would be a public relations challenge with using kiosks at the beach. City Clerk Hawes said the City would need to communicate that the purpose is to address the recommendations of the audit, to provide credit card payments and that there would be someone staffing the kiosks to ensure it runs smoothly.

Beach Manager Clifford said it may be a problem that people would use large bills at the kiosks solely for the purpose of getting change. Mayor Connors said we would need to set a maximum on the type of bills you can use at the kiosk.

Alderman Mott suggested that both sides of the beach building be utilized, with a cash register on both sides.

Kehoe/Hougen motion to recommend purchasing two kiosks to use for beach collections with a cash box at the bottom of the stairs to use to issue change. Beach Manager Clifford suggested they also have transactions at the bottom of the stairs for people buying beach passes. Mayor Connors said having transactions at the kiosks only would mean less cash on hand, increased detailed record-keeping with the kiosk software and faster movement of patrons through the line at the bottom of the stairs. Mr. Clifford suggested phasing in this change and having both the kiosks and cash drawer for the first year. Alderman Mott said it didn't make sense to phase it in.

Kehoe/Hougen motion to amend the motion to recommend purchasing three kiosks instead of two. Unanimously carried.

Mott/Tolar motion to amend the motion to eliminate the option to purchase beach passes from all of the other kiosks in the City. Unanimously carried.

Mott/Wall motion to amend the motion to include the purchase and installation of two turnstiles to use for people exiting the beach. Motion failed by vote of 2 to 2, with Tolar and Hougen opposed and Kehoe abstaining.

Original motion with amendments carried by vote of 4 to 0, with Kehoe abstaining.

Updates on dredging of lagoon

City Clerk Hawes said Administrator Jordan believed the permit from the DNR was in its final stage of approval. Mayor Connors said staff is working through issues relating to timing the dredging after spawning and whether to give lagoon slip owners a launch pass to use during dredging.

Discussion of agenda items for next meeting

Chairman Wall said no items were identified yet for the next meeting.

Adjournment

Kehoe/Tolar motion to adjourn at 7:35 p.m. Unanimously carried.

/s/ Michael Hawes, City Clerk

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