

**COMMITTEE OF THE WHOLE
MONDAY, JANUARY 5, 2015 - 6:30 PM
CITY HALL BUILDING, COUNCIL CHAMBERS**

Council President Kupsik called the meeting to order at 6:30 p.m.

Pledge of Allegiance led by Council President Kupsik.

Roll Call. Present: Aldermen Chappell, Wall, Kordus, Lyon, Hedlund and Kupsik. Also present: City Administrator Jordan. Excused: Aldermen Hill and Kehoe.

Kordus/Wall motion for approval of Minutes from December 1, 2014 Committee of the Whole Meeting as distributed. Unanimously carried.

Comments from the public as allowed by Wis. Stats. §19.84(2), except for public hearing items.

Ken Etten, 1109 Wisconsin St., spoke on behalf of The Friends of the Geneva Theater. Mr. Etten stated that he had also spoke with the Council a year and a half ago in regard to purchasing the theater. He's asking for assistance with the purchase only, not for restoration. He is wondering if the city would consider giving a portion of the available TIF funds to help the group purchase the theater. He explained that tax revenue is going down on the building, so the city wouldn't be losing money. Mr. Etten then gave a history of the theater and presented pictures. He believes it was a focal point of the community and can be again. The building would operate as a multi-use community arts center. He sees this benefitting children, seniors and adults. The community as a whole would benefit as it would draw in visitors and residents. This would create additional tax revenue and jobs. He compared this project to the turn around the Riviera Building has made.

Dee Fiske, 324 Sage St., thanked the committee for everything they did in regard to outside activities especially disc golf, skateboarding and sledding hills. Ms. Fiske urged the committee to help purchase the old theater to create a community arts center. She believes it could be just as successful as the museum. Ms. Fiske believes there is nothing for kids to do downtown, and this would remedy that issue. She feels senior citizens and families would benefit from a community arts center.

Discussion on the Chamber of Commerce upcoming events.

Darien Schaefer, President of the Geneva Lake Area Chamber of Commerce, came aboard in November 2013. He stated he has loved the move to Lake Geneva. Darien's directive has been to better serve the members and communities they represent. Since Darien has come aboard, staff has been utilized more heavily rather than outside agencies, which has opened up more funds for additional jobs with the Chamber. The Chamber is currently in the process of hiring a Sales Manager and will be hiring an Event Manager in the near future as Erin Thornburgh will be moving to the BID solely. The Chamber's Board is currently addressing space restrictions at 201 Wrigley Drive which currently houses the Chamber offices and Visitor's Center. The facility at 527 Center Street was purchased this past fall to operate as the new home for the Chamber's business offices. The 201 Wrigley Drive location will operate solely as a first class Visitor's Center. The Chamber will be launching a new look for the official visitor's magazine and the Chamber's website is being redeveloped. The first big event of the year is Winterfest. This will be the 20th anniversary of Winterfest and the 30th year for the US Snow Sculpting Competition. The Riviera building will be open for refreshments and activities. Other activities include laser tag at the YMCA, bonfires at the beach, A Soup-er Magical Evening at the Riviera, bingo night, and human dog sled races. In May, a new event named Restaurant Week will be held. Other events include Concerts in the Park and the Christmas parade. The BID will be holding Taste of Lake Geneva and Oktoberfest. The BID and Chamber will work together on Maxwell Street Days. Mr. Schaefer stated that the Chamber really values its relationship with the city.

Standing Committee Reports given:

Finance, License & Regulation Committee, Alderman Lyon
Personnel Committee, Alderman Kupsik
Public Works Committee, Alderman Kordus
Piers, Harbors, & Lakefront Committee, Alderman Wall

Committee, Commission and Board Reports given:

Utility Commission, Alderman Wall & Alderman Hedlund
Tree Board, Alderman Kupsik
Police & Fire Commission, Alderman Lyon
Planning Commission, Alderman Kupsik
Board of Park Commissioners, Alderman Kupsik
Library Board, Alderman Lyon
Historic Preservation, City Administrator Jordan
Cemetery Commission, Alderman Kordus
Parking Commission, Alderman Kordus
Communications Committee, Alderman Kordus
Avian Committee, Alderman Wall

Other Boards and Committee Reports given:

Chamber of Commerce, Alderman Kordus
Geneva Lake Museum, Alderman Chappell
Lake Geneva Economic Development Corporation, Aldermen Lyon
Geneva Lake Environmental Agency, Alderman Chappell
Geneva Lakes Family YMCA, Alderman Kupsik
Geneva Lake Use Committee, Alderman Lyon

Kordus/Lyon motion to adjourn the meeting at 7:25 p.m. Unanimously carried.

/s/ Stephanie Gunderson, Assistant City Clerk

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