

**PIERS, HARBORS & LAKEFRONT COMMITTEE**  
**WEDNESDAY, FEBRUARY 25, 2016 AT 5:00 P.M.**  
**CITY HALL, CONFERENCE ROOM 2A**

The meeting was called to order by Chairman Wall at 5:00 p.m.

**Roll Call.** Present: Aldermen Hedlund, Wall, Kordus, Kupsik, Hill and Chappell. Also Present: City Administrator Oborn and Harbormaster Gray. Others in Attendance: Kent Martzke

**Hedlund/Kordus motion to approve Minutes from February 3, 2016 as prepared and distributed.** Motion carried unanimously.

**Comments from the public limited to 5 minutes.** None.

**Harbormaster's Report**

Harbormaster Gray stated the buoy and slip leases will be going out tomorrow. The due date will be April 1<sup>st</sup>. There are plenty of people on the waiting list if there is any turnover. There may be some pier crib damage from the vehicles going through the ice earlier in the month.

**Discussion/Recommendation on Riviera Ballroom advertising**

City Administrator Oborn stated there was \$3,300 in the current year budget for publications and promotions, which is the budget line item for advertising. In the past, they did not advertise but then the City allocated money and told the Harbormaster to advertise. The three main papers are At the Lake, Lake Geneva Regional News and Southern Lakes. Harbormaster Gray has held off on advertising since this issue has come up. He noted we do get some free advertising from a few catering websites. The Riviera does have its own website and is also linked to the City's website. Alderman Chappell asked if an increase in business has been noticed due to the advertising. Alderman Kordus asked how far out the Riviera is booked. Mr. Gray stated we are currently booking 2017. When he started the City was doing about 65 events per year and now it is about 90 a year. Ms. Hill said she does not see the need for paid print advertising for the Riviera. Mr. Kordus said the only one he feels is advantageous is the Lake Geneva Regional News Bridal Guide because it is annual and localized. Ms. Chappell added the money generated from the Riviera is well over \$3,000 so it may be worth advertising.

Wall/Hill motion to not spend any money this year on advertising. Mr. Hedlund asked about the website since that is advertising. Mr. Wall said he meant advertising in At the Lake, Lake Geneva Regional News and Southern Lakes. The website and white envelopes were not included. Ms. Hill agreed with that. Mr. Kordus said he feels it is important to keep our name out there. Mr. Hedlund asked who runs the ads. Mr. Gray answered there is a template that they use. Mr. Hedlund asked if off days are advertised. Mr. Gray noted the ad already does. Mr. Kupsik added we don't advertise the parks and yet they book up. Unanimously carried.

**Discussion/Recommendation on status of Riviera Concourse Leases and extended hours**

City Administrator Oborn noted there is still one outstanding lease but it is expected that they will sign and return. All the other lessees have been signed. The City Clerk has already called that individual and has left a message. Mr. Hedlund asked if there was a drop date. Mr. Oborn said there was not. Mr. Kordus said there should be something like that on there. He said a drop date can be added if they would like. He noted they will continue to follow up on this. Mr. Kordus asked if there is a change to the lease that is required to extend the hours. Mr. Oborn explained in a provision in the contract it notes if you provide a request the City will give you a written decision. He to be allowed to let them know that they have the authority to stay open as long as they need to and he will adjust the lease in 2 years and probably put midnight on there. There really isn't any problem on staying open later as there isn't any extra expense and the guard is already there to lock the doors. He will give them an exemption letter stating they can stay open as long as they need to. The consensus was to allow Mr. Oborn to proceed as discussed.

**Discussion/Recommendation on 2016 Riviera East (Elmer's) Pier Replacement Project, DNR permit and Lake Geneva Boat Line pier lease**

Mr. Oborn started with the DNR application and since enough ground is being moved, they qualify under the US Army Corp Engineers. We also found out there is a ship named Atlantis that sunk in the lagoon around 1887 so they have a big circle around that area as historic. This area is outside of that so there doesn't seem to be any problem. It doesn't look like the US Army Corp Engineers permit is going to be an issue. It will probably be delivered within a week and finalized. The DNR application requires a 30 day comment period. The starting date of the posting was February 18<sup>th</sup> and will close 30 days from there. Mr. Oborn will have to provide all the public notice and other things before they do it. His guess the earliest will be April 1<sup>st</sup>. In talking with Scott from Gage Marine, there will be interruptions but thinks he can keep Lake Geneva Boat Line open and can build the pier in sections. Mr. Oborn didn't have a firm timeframe but would guess around 30 days as there is diving involved and rocks need to be moved around. The other alternative is to go through the whole season with this pier and start in the fall. If Mr. Martzke is willing to give the City a letter according to the City Attorney, that should be fine. He is essentially giving us allowance around the contract language. We do not have any problem coordinating with him and making sure his business is kept open without severely impacting the business.

**Discussion/Recommendation on assignment changes for Parking Manager and Harbormaster regarding beach.** Alderman Hill asked Harbormaster Gray if he would be ok with this. Mr. Gray said he is ok with it.

Hill/Hedlund motion to recommend moving oversight of beach seasonal employees from the Harbormaster to the Parking Manager. Motion carried unanimously.

**Agenda items for next meeting**

Mr. Oborn will continue to update the committee on Elmer's pier. Alderman Hill said it doesn't need to be an agenda item but can be given during the Harbormaster's report. Mr. Hedlund asked that they be updated if the outstanding Riviera Concourse lease ever comes back. Mr. Oborn said he would update on that as well.

**Adjournment**

Kordus/Hedlund motion to adjourn at 5:27pm. Motion carried unanimously.

/s/ Stephanie Gunderson, Assistant City Clerk

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