

**COMMITTEE OF THE WHOLE
MONDAY, MARCH 7, 2016 - 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 Alderman Kupsik.

Roll Call. Present: Aldermen Wall, Kordus, Kupsik, Hedlund, Howell, Chappell, Hill and Gelting.
Also Present: City Administrator Oborn.

Kordus/Hedlund motion for approval of minutes from February 1, 2016 Committee of the Whole Meeting as distributed.
Motion carried unanimously.

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

Bill Hetress, 1015 Pleasant Street, stated several concerns he has regarding the renovation of the theater on Broad Street. His main concerns are that the money is used wisely and the citizens are not left with nothing to show for it. He is hopeful that there is some follow up plan in place for the City to monitor the use of the money and renovations being done. He called on the Council, City Attorney and Administrator to be sure to protect the city. He noted that it took the Shironis brothers 50 years to get a liquor license and no one has given them anything. Hetress also addressed the 16 parking stalls behind City Hall at the back of the Subway building. The building has 12 renters and only 7 stalls which would never be okay for a new building. In addition the new parking stalls are making people park in the free stalls in front of his business next door and not allowing himself or his clients the free parking they deserve. His final concern was regarding traffic safety. His main concern was out on Hwy 120/Edwards Blvd. near the animal hospital. The speed limit is 30 MPH and yet people are constantly going 50 – 60 MPH. He frequents that area and has never seen a Lake Geneva police officer writing a ticket. He feels they should step it up and it would save lives.

Mary Jo Fesenmaier, 955 George St, would like to comment on the feasibility study for Hillmoor. She wanted to say thank you to those who supported having the City Administrator receive an itemized list for what would be involved in the future for the feasibility study so that it makes sense and will be on the agenda for next week Monday. In summary she hopes the council votes “Yes” on the feasibility study as it is a wise use of our resources and the city is in the best shape to put together a study with all the different options that exist.

Ken Etten, 1109 Wisconsin Street, serves as President of the Friends of the Geneva Theater and is appearing on their behalf. They sent a letter to the Council members, the Mayor, City Attorney, and City Administrator. He read the letter into the record. “As residents of Lake Geneva and the surrounding area are aware of the Friends of the Geneva Theater have been engaged in a sustained effort to promote the revitalization and reopening of the Geneva Theater since it closed in 2011. We are therefore delighted that Shad Brannen the owner of the Plaza Theater in Burlington is in the process of purchasing the Geneva Theater. And hoping to renovate it using a substantial amount of his own funds but also requesting TIF funds and he would like to reopen it as a four screen motion picture theater. We strongly support Mr. Brannen efforts and very much look forward to the reopening of the theater which will finally fill a dark void that’s blighted Lake Geneva’s downtown for the last several years. We are also aware from discussions with Mr. Brannen from observing how he operates the Plaza Theater in Burlington since he purchased it in 2010, that he is amenable to having the reopen of Lake Geneva Theater which would be primarily a four screen motion picture theater, he would also allow it to be a venue for community oriented cultural arts events, including theatrical productions, musical performances, lectures and showing of documentaries and classic films. Mr. Brannen’s purchase, renovation and reopening of the theater will be one of the most significant positive developments to occur in Lake Geneva in many years. It will greatly enhance the downtown business district by drawing customers to its restaurants and stores. It will contribute to the Lake Geneva tax base, serve as a major attraction for tourists and improve the quality of life for the residents of all ages in Lake Geneva, as well as in the surrounding area. We highly commend and thank City Council and City Officials for recognizing the importance to the city of Lake Geneva to revitalize the Lake Geneva Theater. We are encouraged by the fact that you are facilitating Mr. Brannen’s efforts to reopen the Geneva Theater and that the process is proceeding expeditiously. We have seen the drawings of the proposed new Geneva Theater marquee. It is clear that it would be a bright beacon once again bringing alive a vital location in Lake Geneva’s downtown business district and highlighting one of the city’s most cultural assets.”

(end letter) In summary he gave a brief overview of a meeting between the Board of Directors for Friends of Geneva Theater and Shad Brannen last Wednesday evening. In part that discussion was the possible donation of previously raised funds being donated to the theater renovation, however, they must follow a certain process as a 501c charitable organization and are looking into that with an accountant and attorney etc.

Pete Peterson, 1601 Evergreen Lane, he is totally opposed to using any money for the theater renovation project. In summary he reviewed the evolution of many former businesses in the downtown area and movie theaters in the Lake Geneva area. He reviewed the possible negative impact on the Showboat Theater. He feels that should be handled solely by an entrepreneur and no City tax payer money should be used.

Maureen Marks, 834 Dodge Street, she is happy about the feasibility study being considered for Hillmoor and hopes that the council supports it. She is happy about the idea of the theater renovation but agrees with Mr. Peterson that no City tax payer money should be used and she feels the money allotted won't even be enough. Finally she voiced her opposition to raising the Room Tax.

Presentation by City Administrator Oborn on room tax law changes

Administrator Oborn gave a brief overview on how the room tax law has changed and how the city will need to adapt to it. He gave a summary of the packet information, clarifying that the changes to the law would go into effect in January 2017 and the change in reporting requirements for the City would start sometime in 2016. In addition Oborn reviewed future options such as decreasing the Room Tax, increasing the Room Tax up to 8%, adding a Convention Center, etc. The council discussed the need to formalize in writing the 2016 budget agreement with the Chamber and reviewing the 2017 agreement during budget negotiations.

Discussion on Geneva Lake Law Enforcement proposed Ordinance

Mayor Connors gave a brief overview of the proposed ordinance recommendation.

The ordinance would match the state statute. The council agreed to have it added to the next council agenda.

Standing Committee Reports given:

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

Committee, Commission and Board Reports given:

Utility Commission, Alderman Hedlund, Alderman Wall – No report
Tree Board, Alderman Kupsik – No report, Chappell requested citizen notification when a City tree is being taken down in front of a residents home.
Police & Fire Commission, Alderman Gelting
Plan Commission, Alderman Kupsik
Board of Park Commissioners, Alderman Kupsik – No report
Library Board, Alderman Hill – No report
Historic Preservation Commission, Alderman Chappell – No report
Cemetery Board, Alderman Kordus
Parking Commission, Alderman Gelting
Communications Committee, Alderman Kordus
Avian Committee, Alderman Wall – No report

Other Boards and Committee Reports given:

Chamber of Commerce, Alderman Kordus
Geneva Lake Museum, Alderman Chappell
Lake Geneva Economic Development Corporation, Aldermen Gelting & Hedlund
Geneva Lake Environmental Agency, Alderman Wall – No report
Geneva Lakes Family YMCA, Alderman Kupsik
Geneva Lake Use Committee, Alderman Hill – No report

Kordus/Wall motion to adjourn the meeting at 7:46 p.m. The motion carried unanimously.

/s/ Jackie Gregoles, Bui Building & Zoning Administrative Assistant

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