

**COMMITTEE OF THE WHOLE
MONDAY, MAY 5, 2017 - 6:00 PM
CITY HALL BUILDING, COUNCIL CHAMBERS**

Council President Kordus called the meeting to order at 6:00 p.m.

Pledge of Allegiance led by Alderman Kordus.

Roll Call. Present: Aldermen Chappell, Skates, Kordus, Flower, Halverson, Hedlund, Howell. Absent (Excused): Alderman Straube. Also Present: City Administrator Oborn, Mayor Kupsik, City Clerk Waswo.

Hedlund/Skates motion for approval of minutes from March 6, 2017 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 Huntress, 1015 Pleasant St, spoke on the city parks and against the Muck-Suck event. He would like the fees to be raised for park rentals.

Trish Schaefer, 403 Center St, spoke on her objections to the rezoning of 407 Center St. to allow short-term rentals.

Ken Etten, 1109 Wisconsin St, spoke on the property on Sage St that the Historic Preservation Commission wanted to designate as a historical site in the past. He gave a brief history of the rail service in Lake Geneva. He stated the commission would like to create the ghost footprints on said site.

Dick Malmin, N1991 S Lake Shore Dr, spoke against the Muck-Suck event.

Mary Jo Fesenmaier, 1085 S Lake Shore Dr, spoke against the proposed rezone of two of the zoning districts in the City. Ms. Fesenmaier also requested a chart be presented to the public before a vote is taken on fee waivers. She also commented on the ghost footprint idea presented by Mr. Ken Etten on behalf of the Historic Preservation Commission.

Presentation by Visit Lake Geneva

Darien Schaefer and Joe Tominaro gave a presentation on how their organization has impacted the City of Lake Geneva. They noted room tax has increased 39.7% in the last 3 years.

Presentation by Tom Hartz on the Police and Fire Commission

Tom Hartz, 1051 Lake Geneva Blvd, gave a presentation on the Police and Fire Commission's rules, mission, and accomplishments over the past year and a half.

Discussion/Recommendation on Banner Ordinance with corresponding fee and consideration of fee waiver policy

Mr. Kordus noted the current banner ordinance states the fees shall be charged. He stated there are fees incurred to the City every time banners go up or are taken down. He feels the ordinance is written properly and the fees should be charged. They are placed for a two week time period. He suggested extending the time period because it doesn't cost the City any more money to leave them up for several weeks leading up to an event than it does for 2 weeks unless another group wants to use the poles during that time frame. Mr. Hedlund noted all of the banners that are put up are for events that are benefitting the City. He does not believe there should be a time limit. Mr. Oborn said he would like to encourage banners being up all the time and change them for the season or specific events. Mr. Kordus stated he spoke with the Street Department, and it takes them a little over an hour and a half to do all 11 poles depending on traffic. Mr. Kordus would like to guarantee the banners are displayed 2 weeks before the event if the fee is paid.

Discussion/Recommendation on permit fees with corresponding consideration of fee waiver policy

Mr. Kordus stated the parades are already somewhat addressed in the ordinance. The parades listed in the ordinance are the Homecoming parade, 4th of July parade, Memorial Day parade, and Christmas parade. He suggested charging the \$25.00 Parade fee and that is all for the listed parades. He would not like to charge street use, parking, barricade rental, etc. It was noted if another parade permit is applied for outside of the ones listed above, they would have to go through the entire parade process as well as paying all fees.

Mr. Kordus noted currently the ordinance states that all non-profit organizations pay the resident rates. Ms. Flower suggested instead of waiving a specific fee for an event, non-profits or residents could get a percentage off of the total amount. Mayor Kupsik questioned if the fee schedule would need to be amended to reflect what they decide for the events. Mr. Kordus answered it could potentially be done by ordinance. Ms. Chappell stated barring nothing is added, the groups could be required to pay the full amount so they can budget accordingly. Mayor Kupsik stated many of these events are for the residents, so that has to be taken into consideration.

Mr. Hedlund was concerned as 2016 event permit revenue was down 25% from 2015. Mr. Howell said he would like to see criteria that gives direction as to if fees should be waived or not. Ms. Flower stated the security deposits should never be waived. Mr. Hedlund questioned if certain events would be exempt from the fees. Mayor Kupsik added certain groups are generous to the community. Mr. Halverson agreed that some events should be free. He would like consistency though. He stated there is a fee schedule and what is going to stop anyone for a waiver of fees. Mr. Kordus said if a schedule and a set of guidelines are created, there is nothing that says a future Council can't change it. A lot of this is done by precedent, so they will go back and look at what the intent was.

It was noted that above the fees, a huge amount of staff time is involved in these events as well. Ms. Chappell stated she wants to make things clear such as donating physical monies to these groups. Mr. Skates said tons of fees are waived. He said the City is losing thousands of dollars every year and added the Street Department doesn't work for free. He feels everyone benefits from the events in the City. Mr. Skates added other municipalities do not waive fees or have brackets for non-profit organizations. The City of Lake Geneva bends over backward to be accommodating. He thinks the group included is the City's core. Mr. Skates would like the City Attorney to look at those main events, and see what can be done. Mr. Kordus said the reality is that several of these events would go away if they had to pay the entire fee.

The Mayor questioned if this would cause these events to no longer go to the Park Board for preliminary approval. Mr. Kordus stated the Attorney would have to advise on that. Mr. Skates stated many other municipalities do this differently. Mayor Kupsik added the process for permitting is very drawn out and unlike what is done in other municipalities.

Mr. Kordus said the options are to charge all the fees and let the chips fall where they may, to come up with discounted rates that are paid based on a list of criteria, or come up with a preferred list and determine how those fees would be charged. Ms. Chappell added for the last option perhaps there could be a reciprocal benefit. Ms. Flower requested not waiving the security deposits.

Mayor Kupsik questioned what category the fireworks for Venetian Fest would fall under as the City pays \$10,000 for them. Mr. Kordus said that is a contribution that is made to the Jaycees. It is a budget item.

Mr. Kordus concluded by stating this gives some direction and next month they will have options narrowed down as well and the opinion of the City Attorney.

Standing Committee Reports given:

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

Committee, Commission and Board Reports given:

Utility Commission, Alderman Hedlund
Tree Board, Alderman Skates
Police & Fire Commission, Alderman Howell
Plan Commission, Alderman Skates
Board of Park Commissioners, Alderman Skates
Library Board, Alderman Halverson
Historic Preservation Commission, Alderman Chappell
Cemetery Board, Alderman Kordus
Avian Committee, no report given

Other Boards and Committee Reports given:

Chamber of Commerce, Alderman Kordus

Geneva Lake Museum, no report given

Lake Geneva Economic Development Corporation, Aldermen Hedlund

Geneva Lake Environmental Agency, no report given

Geneva Lakes Family YMCA, Alderman Skates

Geneva Lake Use Committee, Alderman Flower

Adjourn

Howell/Halverson motion to adjourn the meeting at 8:54 p.m. Unanimously carried.

/s/ Stephanie Gunderson, Assistant City Clerk

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