

FINANCE, LICENSE & REGULATION COMMITTEE
MONDAY, JUNE 22, 2015 – 6:00 PM
COUNCIL CHAMBERS, CITY HALL

Chairperson Kupsik called the meeting to order at 6:00 p.m.

Roll Call. Present: Aldermen Howell, Gelting, Kupsik, Kordus and Wall. Also Present: City Administrator Oborn, Comptroller Pollitt, Director of Public Works Winkler and City Clerk Waswo.

Comments from the public as allowed by Wis. Stats. §19.84(2), limited to items on this agenda, except for public hearing items. Comments will be limited to 5 minutes.

Mary Jo Fesenmaier, 955 George Street, addressed the Premier Resort Area Tax and felt the report from the new Administrator was very encouraging. She hoped the recommendation would be to schedule the topic for more discussion on the Committee of the Whole and also the first City Council meeting in July to allow for public input. Ms. Fesenmaier questioned the regular bills and asked if the Comptroller can sort and print reports in the software, such as money that was spent on TIF items, to be given out to the public.

Darien Schaefer, Lake Geneva Chamber of Commerce, requested the parking fees be waived for the U.S. Military Army Band who will be performing at the Concerts in the Park on June 25, 2015.

Approval of Minutes

Kordus/Wall motion to approve the Finance, License and Regulation Committee Meeting minutes of June 8, 2015, as prepared and distributed. Unanimously carried.

LICENSES & PERMITS

Park Reservation Permit application filed by Misty Fitzpatrick for a wedding ceremony on September 5, 2015 from 8:00 am to 10:00 pm in Flat Iron Park including rental of the Brunk Pavilion *(recommended by the Board of Park Commissioners on June 3, 2015)*

Kordus/Wall motion to recommend approval. Unanimously carried.

Park Reservation Permit application filed by Lake Geneva Business Improvement District for Taste of Lake Geneva on September 11 & 12, 2015 from noon to 10:00 pm at Flat Iron Park including waiver of fees for Brunk Pavilion *(recommended by the Board of Park Commissioners on June 3, 2015)*

Kordus/Gelting motion to recommend approval. Unanimously carried.

Park Reservation Permit application filed by Lake Geneva Business Improvement District for Lake Geneva Oktoberfest on October 10 & 11, 2015 from 7:00 am to 6:30 pm at Flat Iron Park including waiver of fees for Brunk Pavilion *(recommended by the Board of Park Commissioners on June 3, 2015)*

Howell/Gelting motion to recommend approval. Unanimously carried.

Street Use Permit application filed by Lake Geneva Business Improvement District for Lake Geneva Oktoberfest using the downtown area sidewalks, streets and alleys, southwest corner of the Geneva Street lot, Center Street Lot and closing the 200 block of Broad Street on October 10 & 11, 2015 from 7:00 am to 6:30 pm

Wall/Kordus motion to recommend approval. Unanimously carried.

Street Use Permit application filed by the American Legion Auxiliary for Fourth of July Parade on July 4, 2015 at 10:00 am

Kordus/Wall motion to recommend approval. Unanimously carried.

Parade Permit application filed by the American Legion Auxiliary for Fourth of July Parade on July 4, 2015 at 10:00 am

Wall/Howell motion to recommend approval. Unanimously carried.

Street Use Permit application filed by Tara Trent on behalf of the Maple Park Homeowners Association for closure of Geneva Street between Warren and Maxwell Street on June 27, 2015 at 4:00 pm.

Kordus/Gelting motion to recommend approval. Alderman Gelting stated he had a request from the Association for waiver of the fees but will address it during the Council meeting. Unanimously carried.

Request for waiver of Parking Stall Bag fees from the Geneva Lakes Chamber of Commerce for Center Street stalls 993 through 1002 to accommodate the U.S. Military Army Band performance Concerts in the Park at Flat Iron Park on June 25, 2015 from 8:00 am to 7:00 pm

Kordus/Gelting motion to recommend approval. Alderman Wall questioned why the permit is needed for 11 hours.

Kordus/Gelting motion to suspend the rules to allow Darien Schaefer to speak. Unanimously carried. Mr. Schaefer stated the past practice has been to bag the stalls right away in the morning so that the stalls will be available in the afternoon. If they are not bagged at 8am, cars will be in those spots, which would be difficult to bag later and have them open in time for the band to come in.

Main Motion: Unanimously carried.

Provisional “Class A”/Class “A” Intoxicating Liquor & Fermented Malt Beverage License for New World Wine Inc d/b/a New World Wine, 830 W. Main St, Unit I, Jerry Sibbing, Agent

Kordus/Gelting motion to recommend approval. Unanimously carried.

Provisional Class “B”/“Class C” Fermented Malt Beverage and Wine License for Good Vibes LLC d/b/a Good Vibes, 234 Broad Street, Samantha Strenger, Agent

Kordus/Howell motion to recommend approval. Unanimously carried.

Alcohol License Premises Extension Application filed by Lake Aire Restaurant, 804 Main Street, George Argiropoulos, Agent, for Sidewalk Café Area

Wall/Kordus motion to recommend approval. Unanimously carried.

Renewal “Class B”/Class “B” Intoxicating Liquor & Fermented Malt Beverage License applications filed by the following, contingent upon payment of all outstanding liabilities and delinquencies with the City of Lake Geneva and wholesaler invoices, and clearance of any Department of Revenue holds:

- 1) Geneva Bay Club LLC d/b/a Maxwell Mansion, 421 Baker Street, Charles Fritz IV, Agent
- 2) Stone Soup LLC d/b/a Baker House, 327 Wrigley Drive, Charles Fritz IV, Agent
- 3) Sandal Inc d/b/a Lake Geneva Lanes, 192 E. Main Street, Franklin Guske, Sr., Agent

Wall/Gelting motion to recommend approval. Unanimously carried.

Renewal Class “B” Fermented Malt Beverage & “Class C” Wine License applications filed by the following, contingent upon payment of all outstanding liabilities and delinquencies with the City of Lake Geneva and wholesaler invoices, and clearance of any Department of Revenue holds:

- 1) Guerrero Inc d/b/a Olympic Restaurant, 748 W. Main Street, Yolanda Zavaleta, Agent
- 2) Simple Café LLC d/b/a Simple Café, 525 Broad Street, Thomas Hartz, Agent
- 3) The Bona Group LLC d/b/a Bona’s Italian Kitchen, 848 W. Main Street, Phillip Bona, Agent
- 4) Geneva Java Inc d/b/a Geneva Java, 252 Center Street, Halvar Petersen, Agent

Gelting/Kordus motion to recommend approval. Unanimously carried.

Renewal Class “A” Fermented Malt Beverage License applications filed by the following, contingent upon payment of all outstanding liabilities and delinquencies with the City of Lake Geneva and wholesaler invoices, and clearance of any Department of Revenue holds:

- 1) Tienda El Rancho, 1151 Elkhorn Road, Mercedes Jaramillo, Agent

Howell/Gelting motion to recommend approval. Unanimously carried.

Renewal “Class A”/Class “A” Liquor & Fermented Malt Beverage License applications filed by the following, contingent upon payment of all outstanding liabilities and delinquencies with the City of Lake Geneva and wholesaler invoices, and clearance of any Department of Revenue holds:

- 1) Brutap LLC d/b/a Bruno’s Liquors, 524 Broad Street, James Sharkus, Agent

- 2) Midwest Fuel, Inc d/b/a Northside Mobil, 501 Interchange North, John Consolino, Agent
 - 3) Walgreen Co dba Walgreens #05600, 351 Edwards Blvd, Suzanne Tiedke, Agent
- Wall/Gelting motion to recommend approval. Unanimously carried.

Renewal of 2015-2016 Operator's (Bartender) License applications (located in packet)

Kordus/Gelting motion to recommend approval. Unanimously carried.

Original 2015-2016 Operator's (Bartender) License applications (located in packet)

Kordus/Wall motion to recommend approval. Unanimously carried.

Discussion/Action on Resolution 15-R32 opposing changes to the Room Tax Law inserted into the State Budget and financial impact to the City

City Administrator Oborn stated this resolution has been recommended by the league with a few changes. He explained the financial impact it has on the City and the potential loss of revenue. Mr. Oborn requested the Council oppose the legislation.

Kordus/Gelting motion to forward to Council without recommendation. Unanimously carried.

Discussion/Action on Resolution 15-R34 authorizing a 1.5% wage increase for various permanent part-time staff

City Administrator Oborn stated the excluded positions are a new part-time Patrol Officer, the vacant Assistant Parking Supervisor, Videographer, Chief Inspector Poll Workers, Poll Workers and all the seasonal part-time employees. Some of these excluded positions will be looked at further during the budget process. Alderman Wall asked where the funds would come from. Comptroller Pollitt stated most of these raises were not budgeted for and will come out of the parking fund.

Howell/Gelting motion to recommend approval. Unanimously carried.

Discussion/Action on Employee Group Medical costs including Stop Loss Insurance Renewal

Comptroller Pollitt stated the City's insurance consultant is recommending Alternate 1 as it is cheaper for the City in the long run. He did put it out to bid to 6 or 8 firms and none of them choose to bid. They are recommending staying with the current company, Gerber Life. The total fixed cost with the Stop Loss insurance would be \$539,483. Alderman Gelting noticed a slight change to include prescription drugs. Ms. Pollitt said the consultant recommended the City include prescription drugs. If anyone goes over the \$40,000 including prescription drugs, the insurance will kick in, which means more insurance for the City.

Howell/Kordus motion to approve the Employee Group Medical Alternate 1 for Stop Loss Insurance Renewal. Unanimously carried.

Discussion/Action on applying for DNR Shoreline Permit including a \$603.00 fee (recommended by Public Works Committee on June 11, 2015)

Howell/Kordus motion to recommend approval. Alderman Kordus stated this is only approval of the \$603 permit fee. There are additional costs in the future that may cause budgetary concerns. The process takes around 90 days and if the permit is not approved now, it would be during the winter months and could potentially face even more erosion. Unanimously carried.

Discussion/Action on Kocourek Parking Agreement regarding lot ZOP00281 North of 647 Main Street

Kordus/Gelting motion to recommend approval. Unanimously carried.

Discussion/Action on an Over the Line Violation and fee

Kordus/Wall motion to recommend approval. Unanimously carried.

Discussion/Recommendation of Premium Resort Area Sales Tax Law and related fiscal/statistical analysis

City Administrator Oborn stated this is the Premier Resort Area Sales Tax Law. This is the start of the discussion to see if they would like him to address the issue further. Mr. Oborn stated the Premier Resort Tax is a half cent sales tax that applies to certain businesses and is the only sales tax available to the City. The county currently has a sales tax

available that collects about \$8.4 million a year. More than 25% of that tax is generated by Lake Geneva, which only accounts for 7% or 8% of the population. Under state law the tax is restricted to be used on infrastructure and cannot be put towards the operating fund. The City does not meet the 40% to automatically implement the tax without an exemption. Five municipalities currently have this exemption written into the legislation. Mr. Oborn stated anything that is taxable at 5.5% would be taxed at 6% based on location of what the legislature defines as tourist related establishments; such as restaurants, hotels, convenience stores, variety stores and some big box stores. The sales tax can be used to fund transportation facilities, including roads and bridges, sewer and water facilities, parking lots and access ways, parks, boats, beaches and other recreational facilities, fire equipment, police vehicles and other equipment and materials dedicated to public safety and public works.

Mr. Oborn explained the process of a legislative exemption. He recommended a nonbinding referendum to inform the voters and see if they would agree to the tax. Once a second binding referendum is passed, the City could declare itself a premier resort area with a corresponding ordinance. The Department of Revenue would then be notified which is done on a quarterly basis with a 6 month notice. Mr. Oborn stated this would be a two to three year process. People who oppose the tax feel it is just another tax and might drive behavior to go outside the City. He believes this is a fairer way to pay for infrastructure as the residential property owners bear a large burden. He estimated 40% to 70% of the revenue collected would be from people outside the city. Road maintenance has been deferred a lot and this revenue stream can help address those maintenance issues. Alderman Kordus stated he would like to continue forward with the research on this process. Mr. Oborn said the earliest it could go for referendum is April of 2016.

Kordus/Kupsik motion to instruct staff to continue further research on the Premier Resort Tax with further discussion. Alderman Howell feels the public needs more information and is in favor of further research. Mr. Kupsik stated this is a good tool they could use. Unanimously carried.

Presentation of Accounts – Alderman Kupsik

Purchase Orders. None.

Kordus/Wall motion to recommend approval of Prepaid Bills in the amount of \$6,104.61. Unanimously carried.

Kordus/Gelting motion to recommend approval of Regular Bills in the amount of \$259,732.09. Alderman Kupsik asked what repairs were made by Gage Marine for \$18,000. Director of Public Works Winkler stated this is the installation of all the City piers, ramps and wrought iron fence by the beach. Mr. Kupsik asked how far along the Beilfuss Corporation was with the Veterans Park infield rehabilitation. Mr. Winkler stated it is completed. Unanimously carried.

Adjournment

Kordus/Wall motion to adjourn at 6:51 p.m. Unanimously carried.

/s/ Sabrina Waswo, City Clerk

THESE MINUTES ARE NOT OFFICIAL UNTIL APPROVED BY THE FINANCE, LICENSE & REGULATION COMMITTEE