



FINANCE, LICENSE & REGULATION COMMITTEE

FRIDAY, JULY 26, 2013 – 8:15 AM

COUNCIL CHAMBERS, CITY HALL

AGENDA

1. Call to Order
2. Roll Call
3. 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
4. Street Use Permit Application filed by Geneva Gifts to use eight parking stalls and portion of the sidewalk in front of 150 Broad St. for Jelly Belly RV Tour on Sunday, August 11, 2013 from 10 a.m. to 2 p.m.
5. Temporary Beer and Wine License Application filed by Geneva Lakes Area Chamber of Commerce for Plaid Party – A Taste of Lake Geneva at Flat Iron Park on Saturday, September 14, 2013 from 7 a.m. to 8 p.m.
6. Adjournment

Requests from persons with disabilities, who need assistance to participate in this meeting or hearing, should be made to the City Clerk's office in advance so the appropriate accommodations can be made.

7/24/13 4:21 p.m.

cc: Committee Members, Mayor & remaining Council, Administrator, City Clerk, Attorney, Treasurer



SPECIAL CITY COUNCIL MEETING
FRIDAY, JULY 26, 2013 – 8:30 AM
COUNCIL CHAMBERS, CITY HALL

AGENDA

1. Mayor Connors calls the meeting to order
2. Roll Call
3. 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.
4. Street Use Permit Application filed by Geneva Gifts to use eight parking stalls and portion of the sidewalk in front of 150 Broad St. for Jelly Belly RV Tour on Sunday, August 11, 2013 from 10 a.m. to 2 p.m.
5. Temporary Beer and Wine License Application filed by Geneva Lakes Area Chamber of Commerce for Plaid Party – A Taste of Lake Geneva at Flat Iron Park on Saturday, September 14, 2013 from 7 a.m. to 8 p.m.
6. Adjournment

Requests from persons with disabilities, who need assistance to participate in this meeting or hearing, should be made to the City Clerk's office in advance so the appropriate accommodations can be made.

7/24/13 4:23 p.m.

cc: Aldermen, Mayor, Administrator, Attorney, Department Heads, Media



CITY OF LAKE GENEVA

EVENT PERMIT APPLICATION

PLEASE FILL IN ALL BLANKS COMPLETELY, AS INCOMPLETE APPLICATIONS WILL BE REJECTED. APPLICATIONS FOR STREET USE AND/OR PARK PERMITS SHALL BE SUBMITTED AT LEAST 10 WEEKS PRIOR TO THE PROPOSED EVENT DATE(S).

Section I - What type of Permit(s) will your event require?

- Parade & Public Assembly Permit.** Required for any public gathering or parade on public property.
- If the event is a parade, please attach a map or description of the requested route to be traveled.
- Street Use Permit.** Required for any event using a public street. Per Sec. 62-243 of the municipal code, this application must include the following attachments:
- Certificate of Comprehensive General Liability Insurance with the City, its employees and agents as additional insured with coverage for contractual liability with minimum limits of \$500,000 per occurrence for bodily injury and property damage limits of \$250,000 per occurrence.
 - Petition signed by more than half of the residential dwelling units and/or commercial units residing along that portion of the street designated for the proposed use or whose property is denied access by virtue of the granting of the permit.
- Park Reservation Permit.** Required for reserving the use of a park facility or shelter. Please see the Parks Information Packet for more information about available parks and their amenities, park use policies and application procedures.

Section II - Applicant Information

1. Date of Application: July 24, 2013
2. Applicant Name: Melissa L Reuss
3. Organization Name: Geneva Gifts, Inc.
4. Organization Type: For Profit Non-Profit (501(c)____) Tax ID: 39-1392630
5. Mailing Address: PO Box 247
6. City, State, Zip: Lake Geneva, WI 53147
7. Phone: 262-248-6756 E-mail: genevagifts@sbcglobal.net
8. Applicant's Drivers License #: R200-5526-3563-06 State license issued: WI
9. Event Chair/Contact Person: Melissa Reuss Phone: 262-215-2642
10. Day of Event Contact Name: Melissa Reuss Phone: 262-248-6756

Section III - Event Information

1. Title of Event: National Jelly Belly RV Tour

2. Date(s) of Event: Sunday, August 11, 2013

3. Location(s) of Event: 150 Broad St and extending a few parking spaces North

4. Hours: 10:00 am to 2:00 pm
Start Time End Time

5. Is the event open to the public? Yes No

6. Will you charge an admission fee? Yes No

7. Estimated Attendance Number: no idea really, sorry.

8. Basis for Estimate: Depends on the weather and the visitors here in town already

9. Will there be any animals? Yes No
If yes, what type and how many: _____

10. Detailed description of proposed event (attach additional pages, if necessary):
National Jelly Belly RV Tour. Geneva Gifts, Inc. plans to host the Jelly Belly tour on August 11, 2013 in the parking spaces in front of 150 Broad Street aka: Geneva Gifts. The RV will actually take up 8 stalls so as to have enough room to enter and exit. It will be parked facing the south. There is a canopy on the RV that will extend towards the sidewalk, but not extending over the sidewalk. One or two tables will be set up under the canopy for visitors to get samples and spin a prize wheel. I believe the Jelly Belly Bean character will be walking around greeting visitors and posing for pictures.

Since this is a National Tour, Jelly Belly does a lot of their own promotions for these events and we will do as much as possible to bring this to the attention of the locals as well as to draw more visitors to Lake Geneva.

11. Description of plan for handling refuse collection and after-event clean-up:
Geneva Gifts will provide additional trash receptacles besides the city one in front of the store. We will empty them as needed throughout the event. We will sweep the area clean after the event, as well.

12. Description of plan for providing event security (if applicable):
We normally have 4 employees inside the store on a Sunday, but will increase that by 2-4 more employees for this event. I don't feel that security will be an issue, as this is a family friendly event.

13. Will there be fireworks or pyrotechnics at your event? Yes No
If yes, please attach a fireworks display permit or application.
14. Will your event include the sale of beer and/or wine? Yes No
If yes, please attach a completed Temporary Alcohol License Application.
15. Will you or any other vendors be selling food or merchandise? Yes No
If yes, please attach list of proposed vendors, including business name and type of food/merchandise sold.

Section IV - Street Use

Check if this section does not apply.

1. Description of the portion(s) of road(s) to be used:

We plan to use the first 8 stalls on the West side of the 100 Block of Broad St. excluding the very first stall as that is marked Handicap. The stalls are numbered 549-556.

2. Will any parking stalls be used or blocked during the event? Yes No

If yes, where and how many:

Same answer as above.

3. Description of signage to be used during event:

At this time, I am not aware of any signage that needs to be displayed. The Jelly Belly RV is decorated so amazingly that I don't think any signage will be necessary. In the event that signage is necessary, we would affix it to the windows of Geneva Gifts @ 150 Broad St. or make a request to the City for the clearance to add other signs.

Section V- Fees

Application and Permit Fees	Unit Fee	Applicable Fee
Parade & Public Assembly Permit	\$0.00 (No Fee)	
Street Use Permit		
Application Fee - Events lasting 2 days or less	\$40.00	40.00
Application Fee - Events lasting more than 2 days	\$100.00	
Parking stall use/blockage fee (per stall, per day)	\$10.00	40.00
Park Reservation Permit		
Application Fee	\$25.00	
Security Deposit		
Non-Profit or Resident		
49 Attendees or Less	\$50.00	
50-149 Attendees	\$100.00	
150 or more Attendees	<i>Determined by Park Board</i>	
Non-Resident		
49 Attendees or Less	\$100.00	
50-149 Attendees	\$150.00	
150 or more Attendees	<i>Determined by Park Board</i>	
Park Reservation Fees		
Non-Profit or Resident		
49 Attendees or Less	\$30.00	
50-149 Attendees	\$55.00	
150 or more Attendees	\$105.00	
Non-Resident		
49 Attendees or Less	\$75.00	
50-149 Attendees	\$125.00	
150 or more Attendees	\$225.00	
Subtotal: \$		80.00

Additional Equipment Requested

List any additional equipment requested. Please see the Parks Information Packet for amenities that are provided in each park at no charge. Requests for equipment are subject to availability.

Equipment (with delivery)	Deposit/Rental Fee	# Units Requested	Applicable Fee
Benches/10 per unit	\$50.00 deposit, \$30.00 per unit		
Picnic tables/5 per unit	\$50.00 deposit, \$75.00 per unit		
Barricades/10 per unit	\$30.00 per unit		
Fencing - Snow	\$30.00 per 50 feet		
Trash Receptacles/5 per unit	\$50.00 deposit, \$30.00 per unit		
Subtotal: \$			

Total due with application: \$ 80.00

Accepted by cash or checks (payable to the City of Lake Geneva)

Other Anticipated Services

Please indicate below any additional services you are requesting for your event. Estimated Fees or Deposits for these services may be required prior to issuance of permit(s).

- Electricity Explain: _____
- Water Explain: _____
- Traffic Control Explain: _____
- Police Services Explain: _____
- Fire/EMS Services Explain: _____
- Other Explain: _____

Section VI - Signature of Applicant

"The information provided in this application is true and correct to the best of my knowledge and belief. I understand that cancellation of any event, for any reason, shall result in the forfeiture of permit fees. I understand that application fees are not refunded in the event the application is not approved. I understand that in addition to the schedule of fees, if any additional City services are requested or determined to be impacted, an additional fee will be charged for those services. I agree to comply with all applicable state, federal and municipal regulations and ordinances."

APPLICANT SIGNATURE: Melissa L Reuss DATE: 7/25/2013

For Office Use Only

Date Filed with Clerk: 7-25-13 Payment with application: \$ 50.00 Receipt: C130725-6

Departmental review (all that apply):

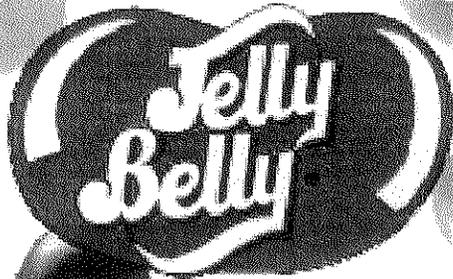
- Police Chief: Approved Denied Signed: _____
Additional services needed: _____
Additional fees or deposit: _____
- Fire Chief: Approved Denied Signed: _____
Additional services needed: _____
Additional fees or deposit: _____
- Street Dept.: Approved Denied Signed: _____
Additional services needed: _____
Additional fees or deposit: _____

Committee/Council review (all that apply):

- Park Board: Meeting Date(s): _____ Approved Denied
Reasons/Conditions: _____
- Finance, License Regulation: Meeting Date(s): _____ Approved Denied
Reasons/Conditions: _____
- Council: Meeting Date(s): _____ Approved Denied
Reasons/Conditions: _____

Clerk's Office Completion:

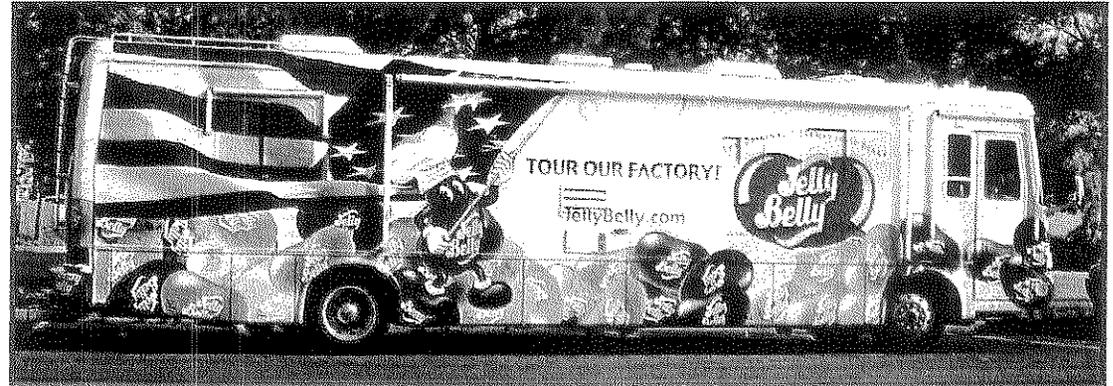
Total Addtl fee/deposit to be collected: \$ _____ Receipt # _____
Permit(s) issued: Parade/PA Street Use Park Permit
Date of issue: _____ Deposit Returned: \$ _____ Deposit withheld: \$ _____
Reason withheld: _____



***DRIVE TRIAL AND INCREMENTAL SALES
when the JELLY BELLY® Mobile rolls into your market!***

**TURN-KEY SAMPLING PROGRAM
features:**

- Attention-grabbing vehicle graphics to stop shoppers in their tracks
- Jelly Belly ambassadors who share fun facts about Jelly Belly
- Spin wheel prize giveaway to provide incentive for shoppers to buy Jelly Belly!



Here's all YOU need to do to secure a date on the tour:

- Schedule event with your Jelly Belly® Broker
- Provide 38 ft of space to park the Jelly Belly® Mobile (width of 7 parking spaces)
- Obtain permission from your property manager to conduct event
- Have enough Jelly Belly® inventory to support a four hour demo!



Albanese Confectionery
August 6, 2010

Like · Comment · Share



Write a comment...

Example of RU during an event.

APPLICATION FOR TEMPORARY CLASS "B"/"CLASS B" RETAILER'S LICENSE

See Additional Information on reverse side. Contact the municipal clerk if you have questions.

FEE \$ 10.00

Application Date: 6/24/13

Town Village City of LAKE GENEVA County of WALWORTH

The named organization applies for: (check appropriate box(es))

- A Temporary Class "B" license to sell fermented malt beverages at picnics or similar gatherings under s. 125.26(6), Wis. Stats.
A Temporary "Class B" license to sell wine at picnics or similar gatherings under s. 125.51(10), Wis. Stats.

at the premises described below during a special event beginning Sept. 14, 2013 and ending Sept. 14, 2013 and agrees to comply with all laws, resolutions, ordinances and regulations (state, federal or local) affecting the sale of fermented malt beverages and/or wine if the license is granted.

1. ORGANIZATION (check appropriate box) Bona fide Club Church Lodge/Society Veteran's Organization Fair Association

(a) Name GENEVA LAKES AREA CHAMBER OF COMMERCE

(b) Address 201 WILSON DR. LAKE GENEVA WI 53147

(c) Date organized Town Village City

(d) If corporation, give date of incorporation 1975, WISCONSIN

(e) If the named organization is not required to hold a Wisconsin seller's permit pursuant to s. 77.54 (7m), Wis. Stats., check this box: [checked]

(f) Names and addresses of all officers: President John Stensland, Vice President Tammie Carstensen, Secretary, Treasurer Joste Jacobs

(g) Name and address of manager or person in charge of affair: KALIN PEMMING 1032 WISCONSIN ST LAKE GENEVA, WI 53147

2. LOCATION OF PREMISES WHERE BEER AND/OR WINE WILL BE SOLD:

(a) Street number FLATIRON PARK

(b) Lot Block CONCRETE PATIO - FENCED AREA

(c) Do premises occupy all or part of building?

(d) If part of building, describe fully all premises covered under this application, which floor or floors, or room or rooms, license is to cover:

3. NAME OF EVENT

(a) List name of the event PLAID PARTY - A TASTE OF LAKE GENEVA

(b) Dates of event SEPT. 14, 2013

DECLARATION

The Officer(s) of the organization, individually and together, declare under penalties of law that the information provided in this application is true and correct to the best of their knowledge and belief.

GENEVA LAKES AREA CHAMBER OF COMMERCE (Name of Organization)

X Officer [Signature] 7/25/13 (Signature/date)

Officer (Signature/date)

X Officer Tammie Carstensen 7/25/13 (Signature/date)

Officer (Signature/date)

Date Filed with Clerk 7-25-13

Date Reported to Council or Board

Date Granted by Council

License No.

**SUPPLEMENTAL APPLICATION FORM
TEMPORARY CLASS "B" / "CLASS B" RETAILER'S LICENSE
CITY OF LAKE GENEVA**

This form needs to be submitted as an attachment to the Application for Temporary Class "B" / "Class B" Retailer's License Form (Form AT-315) and returned to the City Clerk.

Applicant Organization: GENEVA LAKE AREA CHAMBER OF COMMERCE

Name of Event: PLAID PARTY - A TASTE OF LAKE GENEVA

Date of Event: SAT. SEPT. 14, 2013

Time of Event: 12 PM (Beginning) 4 PM (Ending)

Event Contact Person: SUZY BRADY

Contact Phone: 970 319 8911 (Day)

262 394 5460 (Evening)

**PLEASE FILL ALL BLANKS COMPLETELY.
THIS INFORMATION IS NEEDED TO COMPLETELY PROCESS YOUR
TEMPORARY LICENSE APPLICATION.**