

**FINANCE, LICENSE & REGULATION COMMITTEE**  
**MONDAY, OCTOBER 24, 2011 - 6:00PM**  
**COUNCIL CHAMBERS, CITY HALL**

Chairman Krause called the meeting to order at 6:05pm.

Roll Call. Present: Aldermen Krohn, O'Neill, Hartz, Marsala, and Krause. Also Present: Administrator Jordan, DPW Winkler, and City Clerk Hawes.

Marsala/O'Neill motion to approve Finance, License and Regulation Committee minutes of October 10, 2011, as distributed. Unanimously carried.

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.

Sarah Hill, 1024 George St., addressed the committee to express opposition for increasing parking fees and eliminating two-hour free winter parking at this time. She suggested that parking is a complex issue and the City should complete a comprehensive parking study before making changes to parking. Ms. Hill stated that the last time the City had a comprehensive parking study completed was in 1994.

Kevin Fleming, 32 Wisconsin St., addressed the committee to express opposition for increasing parking fees and eliminating two-hour free parking in the winter. Mr. Fleming stated that revenues from the lakefront and downtown area already represent approximately 30% of the City's total revenue. He suggested that the City needs to remain competitive with comparable communities like Cedarburg, WI; Oconomowoc, WI; Naperville, IL; Galena, IL or Long Grove, IL. These communities do not have parking meters and they offer free two- or three-hour parking. He stated that downtown Chicago is not a fair comparison to Lake Geneva. Mr. Fleming also said that businesses rely on the two-hour free parking and advertise this option to their patrons.

Randy Sims, 360 Oakwood Lane, addressed the committee to request that two-hour free parking in the winter not be eliminated. He also stated that he does not support increasing parking fees to \$1.00 per hour. He suggested that these changes threaten the vitality of small business in the City. He said that his business current loses some of its private parking spots to the employees and patrons of other businesses who want to avoid paying for parking. He suggested that this problem would be exacerbated if fees were to increase.

Marcia Fox, 1251 Wisconsin St., addressed the committee on behalf of Ro-della, Inc. to express interest in extending their concessions contract with the City through 2013. She stated that they have enjoyed providing concessions at Veterans Park and hope to continue a positive, long-standing relationship with the City.

Jim Connors, 320 Oakwood Ln., addressed the committee to provide information on factors relating to parking fees. He referenced a study published by a professor at UCLA that discussed the importance of setting a market price for curbside parking in order to achieve an optimal occupancy rate of 85%. The study suggested that a below-market rate will create a parking shortage that will chase away potential customers. Mr. Connors also referenced a publication from the Victoria Transport Policy Institute that found the annual operating and maintenance cost of a parking stall to be \$345, when factors such as plowing, striping, cleaning and parking enforcement are considered. Mr. Connors stated that this would amount to roughly \$327,000 for the City's 948 parking stalls. He suggested that these are examples of other factors that need to be considered by the committee.

**ORDINANCES**

**First Reading of Ordinance 11-31, amending Chapter 74, Traffic and Vehicles, of the Lake Geneva Municipal Code regarding parking meter fees and seasonal free parking provisions** (*recommended from Budget Workshop 10/18/2011*)

Administrator Jordan stated that during the budget workshop on October 18, the committee decided that it was reasonable to raise parking fees from \$0.50 to \$1.00 per hour and eliminate the free two-hour parking in the winter for non-residents; City residents would still have free two-hour parking available to them. Chairman Krause said that he had received e-mails from residents who were concerned about losing the free two-hour parking. He reiterated that this ordinance would only remove the free two-hour parking for non-residents.

Alderman O'Neill stated that section 74-221 of the Municipal Code contains other provisions that will be outdated once the new parking kiosks are in operation. For example, the code includes a "quarters only" requirement for the meters. Alderman O'Neill suggested that the entire section of the ordinances be updated, not just parking meter fees. He also urged that the changes to parking ordinances not be put into effect until the new parking kiosks are installed next year. Chairman Krause agreed that the parking fee changes should not be implemented until the new parking kiosks are installed. He said that this would be done to avoid the cost involved with reconfiguring the current parking meter heads. Alderman O'Neill suggested that the cost-savings associated with eliminating the free two-hour parking would not seem to outweigh the inconvenience that would be caused to City businesses. Chairman Krause said that it was estimated that the City could generate \$30,000 to \$40,000 in revenue by eliminating free two-hour parking.

Alderman Hartz said that it is important that the parking meter fees are set at a market rate so that parking stalls turn over effectively. He also suggested that the City has enough year-round events and unique businesses that increasing parking fees should not affect tourism. Alderman Marsala stated that he supports increasing the parking fee, but feels that eliminating the free parking may be a deterrent to some patrons.

Chairman Krause stated that the ordinance will be revised for the second reading to reflect that the changes would not take effect until the new parking system is installed.

## **LICENSES & PERMITS**

**Park Permit application filed by Lake Geneva Sports, LLC, for "Lake Geneva Marathon" using Library Park on May 12, 2012, from 7:00am to 3:00pm (recommended by Board of Park Commissioners 10/5/11; continued 10/10/11)**

Administrator Jordan stated that the council raised questions at the October 10 meeting about whether the applicant was a for-profit entity and whether Ms. Schroeder, the City resident who had submitted the application on its behalf, was also part of the LLC. Administrator Jordan said that staff has verified that Lake Geneva Sports LLC is a for-profit entity and that Ms. Schroeder is both a City resident and an officer of the LLC. He also confirmed that the applicant has kept up with payments to the Fire Department for the instances that emergency personnel were needed. Administrator Jordan stated that the applicant requested that this item be continued to the November 14 finance committee meeting so that they can be present to answer any questions of the committee.

Krause/Marsala motion to continue to the next regular meeting of November 14, 2011. Unanimously carried.

**Park Permit application filed by Lake Geneva Sports, LLC, for "Winterfest Road Races" using Library Park on February 4, 2012, from 9:30am to 11:00am (recommended by Board of Park Commissioners on 10/5/11)**

Krause/Marsala motion to continue to the next regular meeting of November 14, 2011. Unanimously carried.

**Renewal Taxi Company License application filed by All Star Cab (formerly licensed as Skipper's Cab), W1044 Evergreen, Pell Lake, WI 53157, Richard C. Skipper, Sr., Agent**

Hartz/Krohn motion to forward to Council with recommendation for approval. Unanimously carried.

**Original Operator License applications filed by Jimalie Binn, Douglas Rockwell, Sarah Volbrecht, and Andrea Stricker**

Item was forwarded to Council for approval.

**Discussion/Action on RFP for banking services (continued 10/10/11)**

Administrator Jordan stated that staff is still in the process of investigating details of the bids for banking services. Alderman Hartz asked that staff also compare the fees with the interest rate for each of the proposals.

Krause/Hartz motion to continue to the next regular meeting of November 14, 2011. Unanimously carried.

**Discussion/Action on publication of 2012 Annual Budget summary and setting public hearing date of November 21, 2011**

Chairman Krause said that the total final budget is \$7,792,079. He stated that the only change from the October 18 workshop was adjusting parking meter revenues from \$500,000 to \$900,000 based on the pending parking fees increase and eliminating free two-hour parking provisions in the winter.

Alderman Hartz asked whether the City collects any revenue for distributing compost chips to residents. DPW Winkler stated that the City does not charge a fee to residents for compost materials. Alderman Hartz asked if the budgeted heat expense of \$7,500 for the Fire Department was accurate given the energy efficiency improvements that have been made at the fire station. Administrator Jordan stated that this was a cautious estimate and that he is confident this expense will be less once the new doors are installed at the fire station. Alderman Hartz asked why the budget included funding for three police cars while only two are scheduled to be purchased 2012. Administrator Jordan indicated that if the City doesn't include this amount in the 2012 budget, the City will not be able to budget for the three cars needed to be purchase in 2013 and future years due to State imposed caps on levy increases. Alderman Krohn asked for clarification on the Police Department's vehicle replacement program.

Hartz/Marsala motion to suspend the rules to permit Police Chief Rasmussen address the Committee. Unanimously carried. Police Chief Rasmussen indicated that the main two police vehicles get replaced every other year. He said that there are other vehicles that the City replaces every three to five years. This cycle usually results in the City purchasing three vehicles per year, but the Police Department was able to keep the Ford Expedition an extra year which is why there are only two vehicles scheduled to be purchased in 2012.

Alderman Marsala asked for more information about the \$38,000 budgeted for pier electricity. Administrator Jordan stated that this includes electricity for the Riviera and the three piers. He said that the City receives payment for the Riviera's electricity from the building's tenants through lease agreements. Alderman Krohn asked if the budget includes \$30,000 for the cemetery truck. Administrator Jordan stated that the cemetery truck is not budgeted because staff did not receive the budget request for this item.

Hartz/O'Neill motion to forward to Council with recommendation for approval of publication of 2012 Annual Budget summary and setting public hearing date of November 21, 2011. Unanimously carried.

**Discussion/Action on award of bid for Maple Park & Dunn Field tennis court replacements**

DPW Winkler reported that staff advertised for bids to resurface the tennis courts and fencing at Maple Park and Dunn Field. The City received one bid for the project at the amount of \$230,950, which includes constructing the two sets of courts, fencing, posts, gates and enclosed structures. Alderman O'Neill expressed concern with receiving only one bid and suggested that the City needed more than one bid to proceed with awarding a contract. DPW Winkler stated that the City publically advertised the request for bids and four firms took out plan documents. He said that there are a limited number of companies that can do asphalt work in the area. Chairman Krause inquired about the warranty included with the work. DPW Winkler stated that there would be a one-year warranty on the construction. Alderman Hartz suggested that the project be re-bid in the Spring in attempt to receive more bids and since the courts would not need be resurfaced before the Winter. DPW Winkler stated that construction would take up to two weeks, and that the work was being planned for this Fall because less residents use the tennis courts around this time compared to the early Spring.

Krause/Hartz motion to forward to Council with recommendation to rebid Maple Park & Dunn Field tennis court replacements in the Spring. Unanimously carried.

**Discussion/Action on two-year extension of contract with Ro-Della, Inc., for operating concessions at Veterans Park** *(recommended by Board of Park Commissioners 10/5/11)*

Marsala/Krohn motion to forward to Council with recommendation for approval. Unanimously carried.

**Discussion/Action on 2012 Business Improvement District operating plan and budget** *(continued from 9/26/11)*

Chairman Krause noted a correction in the operating plan document submitted to the committee. He said that the statutes on Business Improvements Improvement Districts that is referenced should be Wis. Stats. 66.1109, not Wis. Stats. 66.608.

Hartz/Marsala motion to forward to Council with recommendation to approve the 2012 Business Improvement District operating plan and budget.

**Presentation of Accounts, Alderman Krause.**

Purchase Orders. None.

Marsala/Hartz motion to recommend approval of Prepaid Bills in the amount of \$1,493.84. Unanimously carried.

Hartz/Krohn motion to recommend approval of Regular Bills in the amount of \$142,784.50. Unanimously carried.

**Adjournment**

Hartz/Marsala motion to adjourn at 7:08pm. Unanimously Carried.

---

/s/ Michael D. Hawes, City Clerk