

COMMITTEE OF THE WHOLE
MONDAY, MARCH 5, 2012 - 6:30PM
CITY HALL BUILDING, COUNCIL CHAMBERS

Council President Krause calls the meeting to order at 6:30pm.

Pledge of Allegiance led by Alderman Hartz.

Roll Call. Present: Aldermen Hartz, Mott, Marsala, Kehoe, Krohn, O'Neill and Krause. Absent: Alderman Kupsik, excused. Also present: City Administrator Jordan.

Marsala/Mott motion for approval of Minutes from the February 6, 2012 Committee of the Whole Meeting as distributed. Unanimously carried.

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

Richard Peterson, 300 S. Edwards Boulevard, commented on plans to install state of the art traffic signals on Main Street at Center and Broad. He feels this will not help the traffic situation and does not warrant the expenditure.

Bill Huntress, 1015 Pleasant Street felt the bid on the tennis court could be done for a lot less and found it hard to believe there was only one bid. He also objects to the amount being proposed for the skate board park.

Thomas Spellman, 270 Country Club Drive, #22, spoke on events that occurred when he was on the Council and requested the Council enter a resolution to pay the legal fees for those involved at that time.

Ken Etten, 1109 Wisconsin Street, spoke on behalf of the Friends of Geneva Theater, highlighting the history of the old Theater and showing the changes that were made over the years. It closed in 2010 and has been vacant and for sale since then. As it sits, it is a liability for the City and does not enhance the image of the City of Lake Geneva. He gave examples of other cities that have restored old theaters and other buildings for cultural centers. The group is actively working to raise monies and is asking that the City help them out with some TIF funds.

Mary Jansen Quinn, 512 Maxwell Street, a member of the Board of Directors of the Friends of Geneva Theater, provided background information and said she is convinced that we have the resources and the will to revitalize our downtown as a cultural destination anchored by the Geneva Theater. The building must be purchased before they can start to seek grants, stage benefits and ask for donations. She, too, urged the Council to consider help with TIF funds.

Lillie Miceli, 1443 LaSalle Street, also a board member of the Friends of Geneva Theater, added her encouragement to putting life back into a cultural arts center within this giant of a building. All of the research they have done has shown that towns nowhere near what Lake Geneva is have taken buildings such as the Geneva Theater and created successful venues. She hopes this can be added to the Council agenda so that talks can begin on how the City can help them acquire this building.

Andrew Fritz, 327 Wrigley Drive, as a member of the Lodging by the Lake Committee representing several downtown hotels, said they are all in support of this to maintain and revitalize the town.

Jim Connors, 320 Oakwood Lane, responded to comments that were made tonight about TIF funds, cemetery trucks and things of that nature. He clarified that TIF funds could not be used to purchase a new truck for the cemetery, nor could they be used to pave streets outside of the TIF District. He read from the Wisconsin Department of Revenue TIF manual showing that TIFs do not take money away from the schools. The tennis courts will not be going forward. The Attorney has told us we would need a project plan amendment in order to proceed on that, a requirement that would also need to be done in order to do the theater. On the

traffic signals, he sat in on the meeting with Crispell Snyder about this and the technology has changed quite a bit since 1982.

Alderman Kehoe stepped down to make a public comment. She said she resides at 222 Warren Street, and as an appointed liaison from the Historic Preservation Committee to the Council, she is so pleased with the Friends of Geneva Theater and encouraged them not to give up.

Update on implementation of the new parking kiosks.

Administrator Jordan reported that things are starting to happen. We have gotten the bids and selected a contractor for the concrete work for laying the bases; the parking stations were delivered today. We received bids on the space marker signs. The parking stickers are being bid out and most of this will be ordered and delivered within two or three weeks so everything should be in place for a May 1 beginning. DPW Director Winkler explained that all the markers have been put out. Alderman O'Neill made suggestions on the width and angle of parking stalls. Alderman Marsala said the public and merchants can take a look at the marked spots and give feedback if they have any suggestions.

Update on Assembly Bill 563 (regarding local room tax) and Senate Bill 276 (regarding municipal quotas for retail liquor licenses)

Administrator Jordan reported that he and the Mayor went to Madison to testify before these legislative committees and explained how AB563 could greatly diminish revenues for certain cities, especially Lake Geneva. SB276 deals with liquor licenses. Four people including our Mayor requested that if a restaurant does more than 50% of its gross sales from food sales, they would qualify for a full liquor license. One of the lobbyists felt this bill would die in committee, but the Mayor said they have some more ideas.

Discussion and recommendation on paperless Council packets

City Clerk Hawes explained the information he had for the Council. The total estimated cost of just the paper and assembling time for the packets is \$2,235 per year and uses 13 trees per year. He suggested alternatives including e-readers, i-pads or terminals in council chambers and gave cost estimates. Discussion followed on the pros and cons, waiting until the new alderpersons were in office and the possibility of having wi-fi installed at City Hall. This can be put on the agenda again at a later time for discussion.

Discussion and recommendation on valet service for the Riviera

Alderman Marsala said Mr. Spiegelhoff of Ragtop Valet Service came to the Piers and Harbors Committee last year and proposed providing a valet service in downtown Lake Geneva. He has a business plan and insurance; he would like to obtain a taxi cab license and be put on the preferred vendor's list to offer this at the Riviera. He has already found a parking area by Dunn Lumber.

Kehoe/O'Neill motion to suspend the rules to allow Mr. Spiegelhoff to answer questions. Unanimously carried. Michael Spiegelhoff, 449 Perkins Blvd., Burlington WI explained that he works for Gooseberries, which does a lot of catering at the Riviera and customers often ask about valet services. There were questions as to the logistics of this plan, timing of pick-ups and deliveries, how many drivers there would be and similar issues. Alderman Hartz felt the idea was good but asked for a more specific and detailed business plan for the Council to consider. This will need to go to the Parking Commission and the Piers and Harbors Committee.

Discussion and recommendation on improving beach testing

Mayor Connors rehearsed that this ordinance goes back to November 2007 after the Geneva Lake Environmental Agency developed this testing policy and went to all the municipalities around the lake, asking them to adopt it as an ordinance. Lake Geneva was the only one that adopted it as an ordinance. It was on the Piers & Harbors agenda to see if it would be better served as a policy rather than an ordinance, which would allow us to fine tune it. For example, we could use a state-certified testing lab in Genoa City for a 24-hour turnaround time for the beach water sample testing rather than the current five days or more. Discussion followed and the consensus was that it was a good idea. The Mayor said they could work on a draft policy which could go directly to FLR.

Finance, License & Regulation Committee, Alderman Krause

Alderman Krause said he has had a number of people ask what we are going to do with the old meter heads when we switch to the kiosk parking system. He thinks they are worth something and asked for ideas on how best to sell them. Alderman Hartz mentioned the issue of better cash-handling at the Beach as recommended by the auditors. Alderman Marsala said this will be on the agenda for the next Piers & Harbors meeting; they will need to synchronize beach tag purchases at the kiosk with those sold at the beach and address other related issues.

Personnel Committee, Alderman Hartz

No meeting for lack of quorum. On the agenda for next time will be direction to the City Attorney to draft the charter ordinance combining the Deputy Clerk and Treasurer positions and consideration of a name change from Parking Enforcement Officers to Parking Ambassadors.

Public Works Committee, Alderman Mott

Alderman Mott reported that at their last meeting the items they discussed were the Public Works Policies, including the possible ice and snow policy amendment. The Crispell Snyder proposal for the 2012 Street Maintenance program and the Riviera Beach dredging bid were recommended for approval. The City ordinance on snow and ice removal was discussed but it was decided not to take any action on the current ordinance. The bidding plans for the concrete pads for the parking kiosks were discussed and staff was directed to contact the sidewalk owners that would normally cost share and ask if they wish to participate and have their squares done while the contractor is working downtown. The Beautification Committee and Moonlight Masonry submitted an east entry city marker concept with the recommendation to approve with a preference for an installation that does not look like a shipwreck on rocks. The Chamber bathroom remodeling bid was recommended for approval.

Piers, Harbors, & Lakefront Committee, Alderman Marsala

Alderman Marsala reported that Clearwater Outdoors came to them for a stand-up boarding event again this year on July 7 at the west end of the beach and the Committee is recommending it for approval. He would also like to have a May event the three weekends prior to Memorial Day weekend where he could be down on the beach with his gear so people can try it out. The prices for the Slips, Buoys and Concourse shops will remain the same; however, the kayak launch fees will be waived altogether and the kayak rack rent will be adjusted accordingly. That will be the same price as a dinghy ramp. The boat launch staff is all in place. Putting caps on the pier posts to prevent deterioration will be on the next agenda. There was discussion on the Riviera Concourse shops.

Utility Commission, Aldermen Marsala and Hartz

No meeting, no report. Alderman Hartz wondered where the Utility Commission has its water testing done and whether the beach testing could be done by them. The Mayor said it is a different test and we are not set up to do the beach testing.

Tree Board, Alderman Mott

No meeting, no report.

Police & Fire Commission, Alderman Krause

Alderman Krause highlighted the Life Quest improvement report. The PFC sat through an interviewing process with three different EMS billing companies to try to determine who has the best offerings in terms of revenue returns and efficiency of billing. There was one resignation from the EMS Program and one from the POP program. They extended taser use to the reserve officers who will be trained in its use.

Planning Commission, Alderman Hartz

Alderman Hartz said their items were voted on at the last Council meeting.

Board of Park Commissioners, Alderman Kupsik

No report.

Library Board, Alderman Krause

Alderman Krause reported the Finance group is doing a great job finding ways to save money. Checkouts in January 2012 were 16,021 items, the highest for any month ever; for February 2012, there were 16,377 checkouts, the highest February ever. January and February 2012 DVD checkouts were up by more than 4,000 over the same period last year.

Historic Preservation, Alderman Kehoe

Alderman Kehoe said there was nothing additional to report beyond the earlier discussion about the Friends of Geneva Theater.

Cemetery, Alderman Krohn

No meeting, no report.

Parking Commission, Alderman Marsala

Alderman Marsala reported they discussed reducing the number of handicapped parking spots on the street due to underuse, eliminating the two-hour free parking which was rejected, adjusting parking spaces for better traffic flow, compact car stalls, and shuttle service for Winterfest.

Communications Committee, Alderman O'Neill

No meeting, no report.

Avian Committee, Alderman Marsala

No meeting, no report.

Chamber of Commerce, Alderman Krause

Alderman Krause reported they added two new members. Alderman Hartz explained that Badger High School has a class on marketing and advertizing. They have a current project, but the Chamber has an idea for a way to involve students in the workings of the Chamber and promoting Lake Geneva. He said the retailers are working at turning some of their promotional ideas into action.

Lake Geneva Museum, Alderman Mott

Alderman Mott reported they have been discussing a new director. They have booked the Lakeland Builders for a catered affair and are refurbishing the Annals of Lake Geneva exhibit. The board approved having free admission on the first Monday of every month. They approved the acceptance of the George Washington framed photo which was given by Vernon Haan. They have several events planned throughout the summer. They had five interns from George Williams College review ideas on the future of the museum who then presented their thoughts and plans to help the museum in the areas of book publication, web site construction, marketing, memberships, volunteers, grants and funding, and the May grand opening.

Lake Geneva Economic Development Corporation, Aldermen Hartz & Kupsik

Alderman Hartz reported the LGDC is getting very aggressive about marketing Lake Geneva for businesses. They have developed a short video of reasons why Lake Geneva is a great place to do business and to live. That will be on their website and the Chamber's website, with a QRC code. Their approach is that Lake Geneva is a lifestyle community; they will be targeting certain regions for business and certain types of business.

Geneva Lake Environmental Agency, Alderman O'Neill

Alderman O'Neill reported there were a couple of new items they covered. The classic car rally had been dropped, but it appears that Primex Corporation is interested in running that again. They also covered some of the surplus equipment they want to get rid of and approved Ted Peters to go to several of conferences.

Hartz/Mott motion to adjourn at 9:00pm. Unanimously carried.

Transcribed from audio tape.

/s/ Artis Roenspies, Deputy Clerk

THESE MINUTES ARE NOT OFFICIAL UNTIL APPROVED BY THE COMMITTEE OF THE WHOLE