

**COMMITTEE OF THE WHOLE
MONDAY, JUNE 6, 2011 - 6:30PM
CITY HALL BUILDING, COUNCIL CHAMBERS**

Council President Krause called the meeting to order at 6:31pm.

Pledge of Allegiance was led by Alderman Kehoe.

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

Hartz/Marsala motion for approval of minutes from May 2, 2011 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.

Pete Peterson, 1601 Evergreen Lane, addressed the Committee on the topic on the skateboard park. He disputed claims that had been made by some of the aldermen during the Council meeting at which the design and engineering agreement for the new park had been approved. Namely, he suggested that the statement made by Alderman Hartz concerning more youth using the skateboard park was not based on any empirical evidence and, therefore, there was no statistical data to support that claim. Mr. Peterson stated that any alderman who may have voted to proceed with the project based upon that claim should ask to have the item reconsidered. He further disputed statements made by Alderman Kupsik regarding the cost of the original park and the supposed lack of input and professional engineering that went into the design and construction of the facility. Mr. Peterson also commented on the fact that he had noticed piles of brush and yard waste materials on properties throughout the City, which he attributed to the fact that residents were unaware that the summer brush collection program had been discontinued. He noted that this represented another service to the community being cut, at that same time that City officials were considering expenditures such as a new dog park at Hillmoor. He stated that the taxpayers were getting shortchanged by the actions of City officials to cut the levels of services that the City provides to its citizens.

In response to the comments of Mr. Peterson, Administrator Jordan stated that the City would be running an advertisement in the *Lake Geneva Regional News* to better notify residents of the change in brush collection routines. He noted that residents could still request special pickup of brush by the City; however, a fee would be charged for that service. He also remarked that it was important for citizens to understand that it wasn't necessarily accurate to compare the services that had been cut with some of the other projects being considered by the City, as these would have different sources of funding. By way of example, he noted that the park funds available for a potential new dog park could not be used to fund brush collection or other services.

Presentations and Question/Answer Segments for Parking System Vendors

Administrator Jordan stated that the City had sent out Requests for Proposals, and had received two proposals from companies offering the parking station system and one vendor offering a license plate recognition/auto chalking system. Representatives from each of the firms were on hand to make thirty-minute presentations to the Committee, followed by an opportunity to address questions from the aldermen.

Total Parking Solutions, Inc.

TPS was represented by Joe Smith, Tom Zawacki, and Victor Senffner. Mr. Zawacki stated that TPS had been in business for six years, with the management team offering a combined sixty years of experience in the parking industry. The firm services approximately fifty municipalities and universities in Illinois, Wisconsin, and Minnesota, with over 100 sites of equipment currently installed. The diversity of client locations included parking lots, parking garages, and on-street applications, and TPS offered the options of pay-and-display or pay-by-space applications. City personnel would be able to monitor and collect data from the on-street parking stations via internet-based “back office” system that could be accessed by Parking Enforcement or Finance Department personnel from City Hall. The system would also produce maintenance alarms for on-street equipment that could be accessed by City personnel and TPS technicians. Mr. Zawacki noted that TPS monitored the status of client equipment and would run diagnostic testing remotely on a daily basis. The presenters then engaged the committee in a demonstration of the system equipment, displaying a machine that would have the capability of accepting credit card, currency, or coin. Both pay-by-space and pay-and-display applications were demonstrated. Pay-by-space application would require the user to enter a parking space number into the system without the need to display anything on the vehicle, whereas pay-and-display would provide the user with a receipt that would be placed on the vehicle as acknowledgement of payment. Mr. Zawacki discussed the importance of security, noting that the devices allowed for “real time” communication with the banks on credit card transactions so no data would actually be stored in the machine. It was also demonstrated that the compartment in which money was collected was separated from the other mechanical components of the stations, as this would allow technicians to service the equipment without having any access to cash and coin. Each machine would issue a receipt when the money canister was removed for collection, and the financial data for each machine would also be backed up in the “back office” system. This would give City personnel the information necessary to reconcile the payment and collection records.

Alderman Marsala asked if the stations would have the capability to handle multiple applications in addition to parking, such as beach pass purchases. Mr. Zawacki responded that the product would be capable of providing that type of service. Alderman Hartz inquired about the potential impact on parking revenues from the installation of the pay stations, assuming that parking rates remained static. Mr. Zawacki stated that the addition of a credit card feature alone would be expected to generate a 16 to 17 percent increase in revenue, as many users would pay for the maximum time permitted. It would also eliminate the issue of “piggybacking” on the parking meters, as payment would be required of every car parked in the space even when previous vehicles leave spaces with purchased time remaining.

Alderman O’Neill asked for specifics on the cost of the machine and the full maintenance contract. The per-machine cost would be \$11,000.00 to \$12,000.00, with a total of 74 machines being requested to service the City’s more than 900 spaces. Mr. Zawacki estimated maintenance costs of roughly \$70.00 per machine each month. As a follow-up, Alderman O’Neill questioned what would be the minimum parking charge required to break even on the pay stations, as he was concerned about the possible negative effect on the business community if that minimum was set too high. Mr. Zawacki responded that the fees would be a matter for the City to determine.

Alderman Krause asked for a brief overview of the pay-by-phone application that was also available. Mr. Zawacki explained that this application would allow users to register a parking account and download a free application to their phone. The parking space information could then be entered into the application directly on the user’s phone and credit transaction authorized. The user would then be issued a receipt via both email and text to the phone. This application would be particularly useful to individuals who wanted to extend the time on

their space without interrupting their activities to feed the meters or return to the pay station. Administrator Jordan asked if the product would have an application allowing users to pay parking tickets through the pay station. The presenters responded that the machine did not currently have that application available.

Digital Payment Technologies/Automated Parking Technologies

The vendor was represented by Chris Chettle, Eric Risch, and Steve Mielke. Mr. Chettle stated that DPT had been in business since 1997, initially beginning in the off-street parking market and transitioning to on-street applications in 2004. The firm currently services 250 municipalities throughout North America, with the LUKE system being utilized in both large and small communities. Among the larger clients of DPT were the cities of Milwaukee, Houston, and Tampa.

Mr. Chettle stated that five objectives had been identified for the Lake Geneva project: expanding user convenience, being user-friendly to accommodate non-frequent users of the system, improving efficiencies in the City's parking operations, providing sufficient flexibility in the configuration of the system to meet the City's needs, and proven ability to integrate with other systems and applications. He added that he believed DPT was somewhat unique in the business because its product offered three options (pay-by-space, pay-and-display, and pay-by-license) that could be easily installed in the machines by a relatively simple software change. The system was designed to be flexible enough to allow the City to easily make rate changes as needed, or to handle multiple rates. DPT machines were built to more closely resemble the traditional features of parking meters, making them easily identifiable for motorists. As with TPS, the machines featured a solar-powered terminal option, real time online reporting and alarming, and a pay-by-phone application. The system could be readily integrated with a license plate recognition system or street sensor system to aid in enforcement operations and data collection.

Mr. Risch addressed the maintenance services offered by APT, noting that technicians were available to assist clients on a 24/7 basis. APT maintained a large inventory of parts and equipment on site at its Milwaukee facility, thus allowing for relatively quick delivery of parts or services, as may be needed. He noted that most of the mechanical components of the equipment were designed to be easily handled by local personnel without the need to have an APT technician on site. Mr. Risch also discussed the street sensor application, which involved sensors roughly the size of hockey pucks being installed in the curb wall at each space. These sensors collected data on space occupancy and could eventually be used to guide motorists to available parking spaces through GPS or Smart phone applications. In response to the question of multiple applications, the committee was advised that the machines could be used to also handle payment for beach admissions and/or parking ticket payments in addition to regular parking fees.

Tannery Creek

Bill Franklin addressed the committee to discuss the technology of license plate recognition and its ability to be integrated with a pay-by-license application using the LUKE system. The auto-chalking application mounts on a City vehicle, using cameras, GPS and laser to detect and "read" license plates on vehicles parked in stalls, with this information being transmitted to mobile and office software programs. This software also has the capability to recognize the size and shape of vehicles parked in each stall, which can be used for parking enforcement purposes when the license plate is unreadable or otherwise obstructed. Mr. Franklin noted that the system allowed parking enforcement personnel to process roughly 1,000 vehicles per hour, depending on traffic. The system was designed to be flexible enough to accommodate different price zones for parking, residential parking permit information, and the same

payment applications offered by TPS and DPT. He stated that the only possible drawbacks to the LPR system were the issue of unreadable license plates and the fact that users would be required to remember their plate numbers so they could be entered into the pay station. Alderman Marsala asked if the time allocated to the user remained with the vehicle and could be transferred from space to space, since the system monitoring was tied to a license plate number. Mr. Franklin responded that this depended upon how the City wanted to handle the issue, but the system could accommodate either approach.

Finance, License & Regulation Committee, Alderman Krause

Alderman Krause reported that he would be meeting with Comptroller Pollitt to begin outlining the budget process schedule for this year. With respect to the Criterium bike race, he noted that the event organizers still owed the City approximately \$6,000.00 from the previous year. Administrator Jordan stated that City Attorney Draper was preparing to take the matter to district court. Alderman Krause also asked for an update on the capital borrowing proposal. Administrator Jordan responded that City officials had met with representative from Moody's Investor Service to supply information about the financial status of the City. Based upon preliminary conversations with the financial advisors at Springsted, he added that it was anticipated that the promissory notes would ultimately come in at less than 3 percent interest.

The discontinuance of the summer brush collection program was then discussed at some length. Administrator Jordan stated that the City would be running an advertisement in the newspaper to notify residents of the change in collection schedule. He also noted that Chapter 54 of the Municipal Code provided that the City would make special collection of brush materials available to citizens upon request, although there would be a charge associated with those pickups. He stated that the seasonal part-time staff employed by the Street Department had been downsized this summer as part of budget reductions, which resulted in more of the workload being shifted to the full-time employees. Given the other important functions handled by the department and the fact that brush collection was a labor-intensive process, it had been determined that employees could be more efficiently utilized on other projects during the summer months. Administrator Jordan further noted that the Council would need to establish a fee for special collections of brush, as allowed under Chapter 54, and to also amend that chapter to permit City workers to tag piles of brush with a notice to remove within 48 hours. If not removed, City crews would collect the brush and bill the property owner at the special collection rate. Bills that remained unpaid would be extended to the tax roll. Alderman Krohn asked about the enforcement of these provisions and, specifically, how long before the City would begin addressing the piles of brush. Administrator Jordan suggested that City crews could make one more round collecting brush before the new provisions become effective, adding that special exemptions would probably be made to have crews collect brush after significant storms without charge. Alderman Kupsik agreed that the City should make one more courtesy run of free collection, as several residents had been unaware of the discontinuance of the program. This would allow the City more time to circulate notice of the new regulations. Following discussion, the general consensus of the committee was that one more free collection should be undertaken before regular collection is discontinued in July.

On a different subject, Alderman Krause discussed the need to begin building a foundation toward meeting the goal of becoming debt-free once the City's current debts had been satisfied, which would necessarily include having adequate funds set aside for future capital improvements and equipment replacement without the need to rely on additional borrowing. He encouraged his colleagues to begin thinking of ideas that could be implemented to allow the City to move forward toward that ultimate goal. He noted that prior attempts at creating sinking funds for equipment had been unsuccessful, and suggested that the Council would

need to find a better method for regulating the use of set-aside funds to ensure that this situation was not repeated. Administrator Jordan remarked that one of the significant impediments to building sinking funds in the past had been that previous Councils had generally not budgeted enough to make these funds sustainable. He noted that the City would need to set aside a sufficient amount of seed money to start building sinking funds, and would need to be disciplined enough to commit to continuing to channel money into those funds on an annual basis. Alderman Marsala agreed that many of the problems were attributable to the fact that prior Council budgetary decisions had failed to incorporate foresight and realistic thinking about spending and taxation in light of the reality of the economic climate and reductions in revenue from the State. Alderman Krohn asked if the City was financially prepared for coming employee retirements. Administrator Jordan responded that the City did not cover any portion of health care for retirees once they became eligible for Medicare; therefore, the only real significant impact in terms of these costs came from police employees retiring in their early fifties. He added that \$100,000.00 had been set aside for retirement costs by the City, of which approximately \$40,000.00 remained. Alderman Kehoe inquired about the status of state transportation aids. Administrator Jordan reported that the most recent estimate showed the City would lose roughly \$87,000.00; however, he noted that this was not finalized and, therefore, subject to change.

Personnel Committee, Alderman Hartz

Alderman Hartz reported that the committee would be completing its review of personnel and drug testing policies for an ultimate recommendation to Council. A review of the City organizational chart was ongoing, as the committee sought to clarify positions, job descriptions, and ensure consistency with City ordinances. He noted that the committee would be holding a special meeting on June 9 to discuss the temporary hiring of Teresa Klein to handle the duties of an employee scheduled to take FMLA leave.

Public Works Committee, Alderman Mott

Alderman Mott reported on the multitude of items that had been addressed at the May committee meeting. This included recommendations for bids to be solicited for the repair of the copper valleys on the Riviera roof, Maple Park sidewalk and fencing, and the replacement of tennis courts at Maple Park. As part of the overall Maple Park project, the committee had also recommended obtaining quotes for asphalt work to add nine diagonal parking spaces near Central Denison School, removing the hitting board at the tennis court, and not participating in the reconstruction of the playground equipment. Discussion on street lighting along North Edwards Boulevard had been continued, and the committee had recommended the application of yellow paint to the median island on North Edwards Boulevard near Wal-Mart to prevent traffic from crossing over the island. Following discussion, the committee had recommended waiting to purchase a new mower to handle the City's portion of the Hillmoor property until the proceeds from the promissory note were received, rather than purchasing the equipment out of contingency. The temporary repairs to the gazebo in Flat Iron Park had been approved using TIF funds for a total of \$439.50, and the committee had agreed to move the benches and backstop at Dunn Field. Finally, Alderman Mott noted that some of the parking and traffic control work had begun on Townline Road in the Veterans Park area, with the new angle parking stalls along the north side of the roadway having been added. Additional work would include yellow curb painting to the entrance to the Prairie Wind townhome complex, installation of new speed control signage, and the relocation of the center line by county crews. The next committee meeting was scheduled for June 16.

Piers, Harbors, & Lakefront Committee, Alderman Marsala

No meeting in May. Alderman Marsala stated that the next meeting would be June 23.

Utility Commission, Aldermen Marsala and Hartz

Alderman Marsala reported that he and Mayor Connors had participated in a tour of the water commission facility, which he had found to be very interesting and informative. The next commission meeting had been scheduled for June 23.

Tree Board, Alderman Mott

Alderman Mott reported that the board had discussed tree planting in the boulevard area along Highway 50 at the eastern gateway to the City, with this item scheduled to be considered by the Public Works Committee at its next meeting. He also stated that the arborist had discussed the planting of trees along the North Edwards Boulevard extension. It had been noted that the City should aim to plant one tree for every tree that is removed; however, the lack of funding for the tree replacement program will make it very difficult for the City to meet that standard for the approximately fifty trees that were to be taken down this year.

Police & Fire Commission, Alderman Krause

Alderman Krause reported that the commission had met on May 5 and elected new officers. Commissioner Chesen had been elected president, Commissioner Jacobs selected as vice president, and Commissioner Elliott was named secretary. The commission had also scheduled an organizational meeting for June 9 to discuss strategic planning. At the May meeting, Alderman Krause had provided the commission with an update on the capital projects program, and had also asked Chief Connelly to put together a report on the POP program with respect to revenues and expenditures. Concerning the Police Department, he noted that the new Dictaphone equipment was up and running and the funding for the new repeater had been approved. He also commented on the Police Department employee award recipients that had been recognized for five, ten, and thirty years of service to the department.

Planning Commission, Alderman Hartz

Alderman Hartz noted that a major ongoing issue being discussed by the commission was how to approach requested changes to the Master Plan in a fair and regular manner.

Board of Park Commissioners, Alderman Kupsik

Alderman Kupsik reported that the design phase for the new skateboard park would begin with a public workshop scheduled for June 15 at the Riviera. This workshop was designed to obtain input from the members of the community about the prevailing preferences for the new park and to evaluate the feedback received from the public. A second workshop would be conducted on June 29. Alderman Kupsik encouraged interested citizens to participate in these sessions and especially encouraged the current park users to attend, as this would provide a great opportunity for them to offer their suggestions for a design to best suit their needs. He also reported that the board had discussed the development of a new dog park, with the former 8th fairway of Hillmoor Golf Course being identified as the ideal location for such a park. Funding sources had been discussed, with Administrator Jordan advising that park impact fees would be available to this project. The board had signaled its interest in seeing the project move forward, and had directed DPW Winkler to provide an estimate for the costs associated with fencing and other necessary improvements to the area in question. Ongoing projects included landscaping being done by the Beautification Committee behind the Veterans Park softball field fencing, as well as the rehabilitation of signage in Donian Park. Finally, Alderman Kupsik mentioned that the board had looked at possible improvements to the concession stand at Dunn Field, as the future skate park and dog park would be expected to increase the use of that area.

Library Board, Alderman Krause

Alderman Krause distributed copies of circulation figures for the Library, discussing the fact that those numbers indicated a steady increase in the circulation of materials over the last fifteen years. Alderman Marsala noted that this data was interesting, given that officials frequently hear comments that libraries are getting less use because of the widespread availability of computers. This provided evidence to the contrary. Alderman Krause also reported that the lighting upgrades had been completed, and the board was in the process of reviewing and updating the Library policies and procedures.

Historic Preservation, Alderman Kehoe

Alderman Kehoe reported that the committee continued to be involved with the Horticultural Hall project, as the landmark would be celebrating its centennial this summer. She also noted that Mary Tanner was working on designing and obtaining placards for historic homes in the City.

Cemetery, Alderman Krohn

No report.

Parking Commission, Alderman Marsala

Alderman Marsala reported that the commission was scheduled to meet on June 9 to review the proposals for the parking system and forward a recommendation thereon to the Council. As Alderman Marsala had been absent from the May meeting, Administrator Jordan reported that the group had also discussed possibly updating the 1996 parking study.

Communications Committee, Alderman O'Neill

No meeting in May. Alderman O'Neill stated that a committee meeting would be scheduled for June 21.

Avian Committee, Alderman Marsala

Alderman Marsala reported that the committee had tried to arrange a gathering in honor of International Migratory Bird Day in May; however, Mr. Schwartz from the Audubon Society was committed to other events and unable to attend. A meeting would be scheduled for the near future to begin working on the requirements necessary to maintain Bird City status.

Chamber of Commerce, Alderman Krause

Alderman Krause reported that the board had met on May 18, at which time five new members had been approved. Kevin Fleming had given a report from the retail division on the very successful "Women's Weekend" that had been held. Other special events discussed were the Bridal Walk event and the arts walk and gallery program through the Geneva Lake Art Association. During the Business Improvement District report, it was noted that the group was accepting bids for the annual sidewalk cleanup program.

Geneva Lake Museum, Alderman Mott

Alderman Mott reported that a new president had been elected by the Board, and the museum website had been renamed to the more appropriate www.genevalakemuseum.org. Approximately 270 visitors had been recorded during the month of May. The water safety patrol had donated a boat to the museum, and officials had been weighing the options of repairing and displaying the boat versus selling the item.

Lake Geneva Economic Development Corporation, Aldermen Kupsik & Hartz

Alderman Kupsik reported that Administrator Jordan had been present at the last meeting to provide the membership with an update on the status of the Wrigley Bridge reconstruction

and other ongoing projects in the community. He stated that members were also given information on the current status of commercial and real estate sales in Lake Geneva, and had discussed contacts that had been made with new business prospects. One of the concerns noted by these new prospects had been whether the area had a sufficiently qualified workforce available and, as a result, the corporation would be looking at the development of training programs aimed at improving the specialized skills of prospective employees.

Geneva Lake Environmental Agency, Alderman O'Neill

Alderman O'Neill reported that a meeting had been held on May 12. During that session, the group had discussed the possibility of discontinuing the car rally event and replacing it with an educational workshop, as that type of program seemed to be more reflective of the nature and aims of the agency. Given the relatively high turnover on the board, members were also looking to develop some type of written documentation and orientation materials for new members. He commented on the difficulty that the agency is sometimes faced with in trying to get the variety of different contributing jurisdictions on the same page with respect to the environmental issues in the lake area.

Kehoe/O'Neill motion to adjourn at 10:08pm. Unanimously carried.

Transcribed from audio tape.
/s/ Jeremy A. Reale, City Clerk

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BY THE COMMITTEE OF THE WHOLE**