

**COMMITTEE OF THE WHOLE
MONDAY, JULY 5, 2011 - 6:30PM
CITY HALL BUILDING, COUNCIL CHAMBERS**

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

Pledge of Allegiance led by Alderman Kupsik.

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

Kehoe/Kupsik motion for approval of Minutes from June 6, 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.
None.

Update on installation and trial use of Roll Call Pro voting system, City Clerk.

City Clerk Reale updated the Council, who had authorized Administrator Jordan to get the system from Roll Call Pro for a demo for a one month period. Last Tuesday, Victor Kluck from Roll Call Pro installed it on the computer and we have the handhelds ready to try at both meetings in July.

Presentation of Lake Geneva promotional video, Mayor Connors.

Mayor Connors deferred to Grace Ecklund and George Hennerley
Grace Ecklund introduced a 2-minute Video On Demand in Comcast, renamed Exfinity. Comcast owns about 90% of the Chicagoland market, covering 12 major zones that are fitting our demographics for tourism. There is a 30-second introduction and teaser, a sub-page on their website and 7 seconds with other people who have Video On Demand. We should get about 400,000 impressions a month. This is called Summer Fun Chicago. She added we are doing very well in tourism; we are up 11% from last year, the only county in Wisconsin that went into the double digits. They are also doing a WTMX radio campaign May through July. After the video, George Hennerley pointed out that this is room tax dollars at work here. The whole program is costing the Chamber about \$40,000. We are trying to target a specific demographic based on certain criteria. We generate just over half a million hits a year, and looking at close to 750,000 if we continue tracking the way we are. Alderman Hartz commented on something he noticed that he thought was terrific, that a number of these things were outside the City and thinks using Lake Geneva as a larger area than just the City will help us all. Mr. Hennerley said they do not define who Lake Geneva is; all of us benefit when somebody comes up to the area and visits us. Grace Ecklund explained they did 19 hours of shooting on June 2nd & 3rd, which is the bulk of the footage in the video; she then went down to Comcast and edited it along with their team.

Discussion on traffic control signals on Main Street in the downtown area (Administrator Jordan)

Sue Barker of Crispell Snyder reported on cost estimates for consideration of connecting the traffic signals from the Wells and Main Street intersection up through Center and Broad Street and then potentially adding a new traffic signal at Main & Cook Streets. Some of the benefits of that would be that you could change some of the timing of those at different times during the day and on weekends to optimize some of the traffic flow along Main Street. The

existing equipment that we have now was installed in 1981 and updated in 1991; that is an older and less flexible type of equipment so the control cabinets do not allow all the flexibility that you might like, to change the timings for different times of the day and weekends. Right now they are set to do flashing 10:00pm to 6:00am and the rest of the times are pretty much set. The challenge you run into with that is some of the left turn lanes have a set time whether there is turning traffic or not. It would be roughly \$550,000 to install a new traffic signal at Cook Street and upgrade the signals at Broad and Center Streets along with minor modifications to the signal at Wells Street to interconnect those. Alderman Krause noted that the new signal at 120 and Sheridan is a good example of the sensor lights. He confirmed with Ms. Barker that the only non-sensored lights we have are the ones we are speaking of today. Alderman Mott said he has had calls from several people who are very pleased with the new signal at Sheridan Springs Road. Alderman O'Neill wondered how well this would work on the really busy weekends and if Ms. Barker had any idea of how much this would improve the traffic at those times. She replied that they hadn't done any studies so do not have specifics; certainly on the weekends when it is already congested you will see some improvement, although the capacity of the road is really what controls some of those movements along with people getting in and out of the parking places. Where you will probably see the most improvement is on regular and even peak summer weekdays, where it is probably not operating as efficiently as it could. Alderman Hartz asked what technologies she has seen since the last update in 1991. She responded the first one is the actual loop detection. There are a number of ways you can do that; you can either saw the loops into the pavement or use video detection which stands above the traffic signal. The benefit of that is that you don't need to saw the loops into the pavement and pull the cords off to the side, so there is less interruption. They work well as long as you still have a line of sight. The other thing that will really help is to use a closed radio system for the actual interconnection between the intersections instead of running a cable with fiber optic in it. You can also have the function where you could have a separate set-up at the Public Works office or City Hall where they could change some of the timing immediately. One of the things they have noticed with the cabinets and the timing is that they get off just fractionally every so often. If they are off by 10 seconds or so, the consultant that does the traffic signal work for the City comes in and fixes those. With the radio detection, that happens every ten seconds automatically. The other option you do have is the vehicle preemption devices, which you might consider in the downtown area; this allows the Fire Department to hit a signal as they leave the station and the lights change at a certain time after that so they would have freedom to move through there. Alderman Krause inquired whether she had seen any solar-powered intersection lighting systems yet. She said they have not seen any use of that in Wisconsin other than on a test basis. The flashing signal crossing around Main & Mill Street is solar-powered. Alderman Kehoe commented on the left turn lane to the Post Office and wondered if that would be fixed; she also addressed people waiting forever for someone to pull out of the parking spot they want and U-turning at the library. Ms. Barker said that is one of the problems with angle parking. Some communities are going to back-in angle parking, where you pull in past your parking spot and then back in, which allows people to get out of the parking space a little more easily. Alderman Kehoe said it seems to be contagious to parallel parking as well. Alderman O'Neill asked if the cameras could be used for other purposes, for instance if there is an accident so there is a record of it. Ms. Barker said you could do both with a more expensive camera; it depends on how much data you want to keep and for what purpose. Alderman O'Neill asked if the program was self-adjusting or would a programmer have to come and make adjustments. Ms. Barker said you can make it fully actuated or have three or four settings in a day. Once you know what you want, it can be modified fairly easily. Alderman Hartz asked about the pedestrian crossings that count down. Ms. Barker said the

Wisconsin Department of Transportation recommends those, as well as nationally. Alderman Krause opined that the two flashing lights on Main Street at the crossing by the west end pier are completely ineffective. He suggested the push-button L.E.D. lights. He asked that she put together a package to show the Council how these work and the pricing of them.

Discussion on Handbook for New Elected and Appointed *Officials* *(forwarded to Council with recommendation for approval by the Personnel Committee on 6/28/11; item will be listed for action on the 7/11/11 Council agenda.)*

Administrator Jordan reported that what they have in front of them is a compilation of statutes and ordinances and he did not editorialize on them; these are right from what the legislature has stated or what we have said in our ordinances. However, there are a couple of instances where he has put down the way things are state-wide; we do them differently. He felt it was important for the aldermen to know what the normal is in the state; what the City does is above and beyond that, and they certainly have that right. For example, we always say you have to have a motion and second before you can discuss an item. That is really not the way it is throughout the State, but we have chosen to do it that way. All of this is taken out of League items, things that the State statutes have in them and our ordinances. Alderman Hartz informed the committee that the Personnel Committee initiated this in an effort to help new people on the Council hit the ground running and understand the procedures or at least have something in front of them to help guide them through questions of ethics and those sorts of things. It also gives us a chance to be a more effective body at the start. Additionally there was discussion about a class or seminar that was to go along with that. The better informed we are, the better we will be able to serve our constituents. Alderman O'Neill felt we should define what a governmental body is, because it is quite inclusive, and that citizens should know that when they are on a governmental body, they also fall under the Open Meeting requirements. City Attorney Draper noted that we can add a definition but it is very difficult; case laws are developing all the time. We also have a handbook from the League of Municipalities. He also has in his office a manual dealing with open meetings and open records; we can fashion some sort of definition, but not a precise definition of what a governmental body is. The function that that body does will determine whether it is a governmental body or not. Alderman O'Neill explained the reason he had brought it up was that when he went to Madison, he was surprised at the length that it goes to. Alderman Kehoe said the one she found most helpful was focusing in on the City Council. In the classes she went to, she found out that if an Alderperson requests something to be placed on the agenda, according to law, they can do that. In Lake Geneva, you have to have two Councilpersons to sign off. Attorney Draper explained that we have an ordinance that requires two council members to put something on the agenda, and that won't change until some body decides to change it. Alderman Kehoe liked the part about the ethics. Because we are a vulnerable body as the Council, everyone should have a background check because that is a state statute. Attorney Draper replied that state statutes say who is qualified to hold an office and who is not. He also clarified Alderman Kehoe's question on two individuals talking about business outside Council Chambers; don't do it unless you are in Council Chambers. Alderman O'Neill quoted the statement that the aldermen acting alone have no more authority than any other citizen of the City; the authority and powers of the City Council reside within the Council, not the individual alderman. He objects to that statement because, as aldermen, we are officials of the City and are allowed to go with inspectors into a building, or enter this building at any time which regular citizens cannot do. He understands the intent but the verbiage bothers him. Attorney Draper said he can share a tape of a two-hour seminar held two years ago with Kyle Gulya, who is an expert on open meeting and open records law, which pretty well explains this. Administrator Jordan said he thinks this is trying to get at stopping aldermen from going out into the community and just saying something that, because

they say it, it seems to be a City position when it is really just that alderman. It is a warning that you work together in this room as a board and you have no other powers when you are outside of this forum. Alderman Kehoe said we should state it just that way. Alderman Kupsik commented that a lot of this has to do with how each individual interprets what they read in these training manuals. As an alderman, participating in the seminars in Madison and with the County in addition to studying the training manuals should give you a clear understanding of what you can and cannot do as a City official. Alderman Krause noted that when he first started on the Council, he went with Alderman Marsala to one of the sessions in Madison. For him, it was incredibly informative, because a lot of things you think you know, you really don't. He suggested requiring new officials to attend that session. Attorney Draper added that you need to look at this document as a start; it is well put together but will need some tweaking as we go along. With social media the way it is today, violating the open meetings law is a lot easier than it was ten to fifteen years ago. Having this manual in place to refer to is certainly a good thing. Alderman O'Neill commented on the wording of the section on contingency fund and general fund withdrawals. He has always viewed their function as approving or denying a recommendation as opposed to the actual approval. When he reads this, his interpretation is that they have the authority to approve the withdrawal. Attorney Draper answered that by passing this manual, you are not giving anyone authority; there is an ordinance that defines the duties of Finance & License. This just shows that to make a recommendation to Council, it has to go to the Finance Committee first. Alderman Kehoe recapped her interpretation of the disclosure of confidential information and recommended coming right out and saying no official is entitled to discuss anything outside of City Hall business. Alderman Krause asked that the Committee members put any suggestions in writing and give them to Administrator Jordan. Alderman Krause complimented the Committee on how this discussion went and encouraged that they continue in the rest of the Committee of the Whole meeting by looking out the front window and not the side or back windows, looking at things that are going to make it better and more efficient.

Finance, License & Regulation Committee, Alderman Krause

Alderman Krause reported that we are in the process of the promissory note. He has spoken with Alderman Hartz and Administrator Jordan. Our objective is to come up with a plan in the next ten years to become debt free and start financing our capital purchases. Alderman Krause asked for some ideas on how to accomplish this. He suggested putting a program in place to do this, but questioned whether it would be binding. He noted that we have just made a binding decision on a promissory note, binding the Council for the next ten years to fund that note. Administrator Jordan said he has been putting together an equipment replacement fund, trying to get a handle on how much money it would take to fund something of that nature. It would also include looking at how to do a capital projects fund, because those are two separate entities. It is not going to happen just by raising the tax rate; it will take some other ways of raising revenue. We have a possibility of seeding some of these things, depending on when the TIF closes; we may need to consider a whole new way of doing our parking. We have talked about maybe higher rates in the area of downtown, possibly moving meters further out and charging a lower daily rate. It will take a three- or four-pronged attack. Alderman Krause asked how long we are going to be obligated with this promissory note to start purchasing capital things again. Administrator Jordan recommended approximately five years because that is when it would drop. The ones from the previous bonding would drop off after December of 2016 and then it drops almost half of our payment down to about \$500,000, unless the governor and legislature change it. Alderman O'Neill opined that we need to cut some of the expenses as well as bring in more revenue in some way that is in our control. Administrator Jordan informed the committee that he wrote a letter to the governor stating that we do produce a lot of revenue for the state of Wisconsin in sales and

income taxes. It is important for us to maintain our high standard of how we look; we must keep the infrastructure up. He asked, with some of the cuts and the zero increase in the levy that he's proposed, that he consider giving us a half of one percent and at least talk to our two representatives and our senator to possibly see if they would sponsor such a thing. Alderman Kehoe recommended that individual departments look at their goal for raising money and individual ways they can creatively do so. Alderman Krause noted we have worked hard over the past few years to reduce the budget. Mayor Connors gave statistics of the amount of debt that surrounding cities have. Discussion followed on improving development downtown, bringing business to Lake Geneva, attracting tourism, putting money aside for larger projects, marketing the Riviera and thinking outside of the box.

Personnel Committee, Alderman Hartz

Alderman Hartz reported that on the next agenda will be the handbook, policies and procedures and a change to the organizational chart. What he would like to see is how we can help the staff do their jobs with utmost efficiency, including cross training and management classes, so we are not bound by the job description. If we can help improve the quality and efficiency of all the employees, that will only benefit the City. Perhaps we could give classes in customer service, dealing with tough situations, or computer skills so our employees could do a lot of different things and enhance their careers beyond a specific way.

Public Works Committee, Alderman Mott

Alderman Mott reported that, other than the items that have already been presented to the Council, there was a discussion of possible addition of decorative trim to the open shelter in Seminary Park. No action was taken. There was discussion on the distance between proposed tree replacements on Main Street east of Edwards Boulevard. They discussed and approved a 40-foot spacing within the final planting spacing, to be decided by the City arborist, as well as landscaping areas in Flat Iron Park, especially around the Andy Gump statue, the Three Graces Fountain, the southeast corner of the parking lot and the area around the power box. They also discussed and approved additional parking spaces by Dennison School, funded by TIF. Alderman Krause said the City Hall columns look pretty bad. Alderman Hartz also addressed sidewalk issues.

Piers, Harbors, & Lakefront Committee, Alderman Marsala

No meeting, no report. Alderman Krause commented that the tourists do seem to be respectful of our property with very little littering in our parks. Mayor Connors said there seems to be confusion in Flat Iron and Library Park regarding charcoal grills; we may need signs. He also suggested it is time to look at something more automated for collecting the monies at the beach. There was additional discussion on open fires in the parks, the need for enforcement by the Police, the need for more signage, possible enforcement by the Harbormaster or Code Enforcement officer, using the west gate of the beach for an additional entrance and getting credit card readers at the beach. Administrator Jordan announced we will be doing mosquito spraying on Wednesday July 13 and 20, with July 14 and 21 as rain dates, between 8:30pm and 2:00am.

Utility Commission, Aldermen Marsala and Hartz

Alderman Hartz reported repair of the ditch gear drive and discussion of how the changes in Madison affect collecting fees.

Tree Board, Alderman Mott

No meeting, no report. Alderman Mott complemented the Beautification Committee for the plantings at Veteran's Park, which was a donation to the City.

Police & Fire Commission, Alderman Krause

Alderman Krause pointed out one item in the minutes regarding the 911 telephone system. Chief Rasmussen told him AT&T will have replacement parts for the system for only the next 18 months; we won't be able to get parts for that system beyond that. The cost to replace the system is \$150,000 to \$170,000. He also noted that Chief Connelly will give a revenue and expense report on the POP program at the next meeting.

Planning Commission, Alderman Hartz

Alderman Hartz reported there has been no meeting since the last Council meeting; however, they continue to look at how to change the master plan, considering the various requirements which are by state statutes. He would also like to start looking at smaller neighborhood plans.

Board of Park Commissioners, Alderman Kupsik

Alderman Kupsik reported the Park Board continued with their workshops on the design of the new skate board park. At tomorrow's meeting they are looking for an update on the design and there will be continued discussion on the dog park at the eighth hole of Hillmoor.

Library Board, Alderman Krause

Alderman Krause reported the statistics are still on the rise and noted that the Library has a tremendous number of programs sponsored by the Friends of Lake Geneva Public Library. Alderman Kehoe asked if there was any chance of having weekend hours and Alderman Krause said it is a budgetary issue. He will invite Andrea Petersen for the next meeting to address the question of utilizing volunteers on the weekend.

Historic Preservation, Alderman Kehoe

Alderman Kehoe reported that Horticultural Hall is having the 100th anniversary celebration and referred to the flyers in their packets.

Cemetery, Alderman Krohn

No report.

Parking Commission, Alderman Marsala

No report. Administrator Jordan said they are working on the parking system and are also talking with Time Warner, Verizon and US Cellular about costs. There was discussion on back-in parking.

Communications Committee, Alderman O'Neill

Alderman O'Neill reported that the primary thing they discussed at the June 22nd meeting was the parking meters and how to facilitate the communication between the various items. They had a rather lengthy discussion and different techniques were proposed; they are trying to compare that against the cost of other people doing it, for instance a \$19 per month charge per unit for cell phone usage on it. Rather than having a monthly charge, there would be a maintenance charge maintaining the infrastructure of the communication. They might be able to use other types of communication, perhaps set up a WIFI system throughout the town. The other item presented was the 2-D barcode in which you can take a picture of it with your phone and automatically go to the website. Alderman Kehoe asked if the Communications Committee could have the City Clerk put a notice of the 12pm testing of the storm sirens. Alderman Krause also said he had questions from several on how to know when a storm warning is over. During the last storm, the sirens went off twice. Administrator Jordan said he would look into it. He also said he is meeting with the siren people tomorrow and once the

system is in, it can be done right from dispatch without setting them off to check them. Alderman Krause asked if we got the voice-activated sirens. Administrator Jordan said we did not, because of the cost. Alderman Hartz was interested in the item that said print communications, especially in light of the cessation of our brush pickup. He wondered if the committee had discussed some kind of newspaper to inform all residents of items like that, sirens and other information. Alderman O'Neill said that was not discussed. The original intent was the fact that we are required to do certain things through the print media; the hope is to reduce that at some point and use electronic media. Mayor Connors commented that we received an unsolicited advertisement from a company that would put together a newsletter and distribute it free of charge to the City, but it would include advertizing inside. Alderman Hartz has a sample copy he will share with the Council members.

Ad Hoc Committee on Policy & Procedure, Alderman Marsala

No report.

Chamber of Commerce, Alderman Krause

No report.

Lake Geneva Museum, Alderman Mott

Alderman Mott reported the Museum Committee is very active and interested in our community and promoting it. They now have a beautifully restored portrait of H.H. Porter. They had 525 patrons in May, which is the largest count since they have been at the Mill Street location. They are beginning to promote the museum in other communities. They decided not to accept the Water Safety Patrol boat as an exhibit; it is too big. They are having a book and bake sale on July 29-31. They are enhancing the railroad exhibit and will install a model railroad near the entrance. They now have Andy Gump artifacts as well as Lake Geneva Hotel artifacts. They are upgrading their security and adding new motion sensors. They were talking about the old Chaney thermometer and will be installing it.

Lake Geneva Economic Development Corporation, Aldermen Hartz & Kupsik

No meeting, no report.

Geneva Lake Environmental Agency, Alderman O'Neill

No meeting, no report.

Geneva Lake Use Committee, Alderman Krohn

No report.

Kehoe/Kupsik motion to adjourn. Unanimously carried.

Transcribed from audio tape.

/s/ Artis Roenspies, Deputy Clerk