

**COMMITTEE OF THE WHOLE
TUESDAY, SEPTEMBER 6, 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 O'Neill.

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

Mott/Kupsik motion for approval of Minutes from August 1, 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.

Discussion/Recommendation on North Broad Street lighting replacements (forwarded from Public Works Committee on 8/18/11)

Administrator Jordan had passed out an item about the North Broad Street lighting replacements as discussed at Public Works; there was discussion as to whether it was possible to put our nice decorative lighting further North on Broad Street. There was talk of even taking it up almost to North Street. In going through the TIF information on our plan, we could go as far as the alley by the Regional News but no further north unless we amend the plan. This would be taking out some of those lights with the great big round bases that look pretty bad and putting in our decorative lighting like we have in the rest of the downtown area. Administrator Jordan explained all we would be able to do in the TIF is about six lights; the remaining 26 lights would be outside of the TIF. Alderman Kupsik asked if the six would include the underground conduit and Administrator Jordan responded in the affirmative. Alderman Hartz suggested these might be paid by special assessments on the property owners. Administrator Jordan suggested the possibility of creating a BID district for just Broad Street. Alderman Hartz felt they could send out letters and solicit people's opinions on it. Aldermen Marsala asked how many businesses would be involved; Administrator Jordan said about 30. Discussion followed on sending out letters of interest to the owners, whether the downtown BID district would be assessed the same as the businesses outside the downtown, and what is involved in making an amendment to TIF. Alderman Mott felt we should do the whole project or nothing at all and we should send out letters to the property owners. The consensus was this is the best way to proceed.

Discussion/Recommendation on parking station system proposal.

Administrator Jordan explained this is an updated version the Mayor wanted to come to the Committee of the Whole so any questions could be addressed now rather than at the Council meeting. We are looking at 948 parking meters on the streets and in five parking lots. We sent out RFP's and two companies responded. The Parking Commission looked at both companies and made a recommendation that we go with Digital Payment Technologies. We were asked by the downtown businesses and the chamber if we would look at WI-Fi or fiber optic downtown. After many discussions with them, it was decided they would just like sections that would be available for tourists if they wanted to turn on their laptops to be able to use it: Jeff Miskie has said we can do that right now for the beach area, Flat Iron Park and the Library. The updated spreadsheet shows the initial and annual costs; Administrator Jordan suggested that if the Council were borrowing the money to install this system, he would recommend they do so because the pay back is just under five years at the current meter rate. This system will add about 28-30% just in the way it operates. Having the TIF

funds and parking reserve funds, we are immediately getting back that increase. The first or second year, if you want to keep the amount of money we have normally been taking out of it and put that amount back in over the two years, you can pay back the reserved parking fund for parking or you can use it as general fund revenue at the same rate it is right now. Administrator Jordan feels this will benefit the City and help staff while meeting the requirements of our Policies and Procedures. We will put in 74 machines, 16 of which will be solar and installed in the more open areas. Alderman Hartz asked for a map showing the locations; he suggested we can change a lot of the attitude about parking if we turn our meter collection folks into ambassadors, almost like they have in Milwaukee where they walk around and answer questions not only about parking but also the town and events. He also recommended waiving the first ticket. He is also a little nervous about the City being in the WI-Fi business. Alderman Krause asked Administrator Jordan how that is going to look; he said they are not very noticeable any more. Discussion followed on wireless units, the City doing our own wireless system, cooperation with Geneva-on-Line, and timing of installation. Administrator Jordan referred back to Mr. Miskie, indicating he is our IT person and is only charging us for his time and the cost of the equipment; Mayor Connors added that we did have Time Warner quote on building the network, so there were a couple of other quotes. He also said to hardwire them with an Ethernet cable would be cost prohibitive because you would need to run a cable and bury it to all 74 units. The other option was putting in fixed cell phones, which is the simplest but is more expensive. Administrator Jordan answered questions regarding ongoing expenses, maintenance, installation costs and annual fees, ease of use, revenues generated, effect on the number of meter readers, possible resale of old meters, life expectancy of kiosks, signage and numbering system, how the two-hour stickers will work, and possible difficulties with Wi-Fi versus cell units.

Finance, License & Regulation Committee, Alderman Krause

Alderman Krause addressed the budget guideline from the packet and asked for feedback on whether any dates are good or bad and whether the meetings should be televised again. The City Administrator has notified departments of the due dates. September 23, Alderman Krause, City Administrator Jordan and Comptroller Pollitt will compile what will be the initial budget requests; Monday, October 3 they will do departmental budget request presentations; Tuesday, October 4, Finance Committee will do a budget workshop. These three meetings will be from 10:00am to noon and all of the aldermen are welcome to attend. On Thursday, October 6, there will be an evening meeting, 6:00 to 8:00pm. Monday, October 10 there will be an update at the regular Finance meeting. Tuesday, October 18 will be a full Council Budget workshop revue which will be presented on the website as well. Monday, October 24 at the regular scheduled Finance meeting, they will approve budget summaries to publish followed by Council approval. Monday, October 31 is the deadline for publishing the budget summary with November 3 as the publication date. Monday, November 21, the public hearing for the 2012 City Budget will be held at a special Council meeting. We are on schedule to get it done in a timely fashion. The consensus was that the meetings should be televised.

Personnel Committee, Alderman Hartz

Alderman Hartz reported they are on the search for a new City Clerk having reviewed a stack of resumes for initial interviews on September 15, from 10:00am to 2:00pm. As the budget hearings get underway, the Personnel Committee will be looking at tasks and if there are ways to mix and match to make things as efficient as possible in terms of the budget.

Public Works Committee, Alderman Mott

Alderman Mott reported that the Committee revisited the situation with the Wisconsin DOT building sidewalks to the Showboat Theaters from the City. There was some concern as to how the streets would be taken care of; the motion was passed to recommend maintenance

responsibility for the east or south side only. There was also a discussion on hand dryers to replace paper towels in City bathrooms; this was continued to the next meeting to allow for the staff to identify how many and where hand dryers were needed and see if the state purchasing covers hand dryers to possibly obtain a third price. They also discussed private drives and how they might be addressed.

Piers, Harbors, & Lakefront Committee, Alderman Marsala

No meeting, no report. At the September 29 meeting, they should have the final numbers for the Beach for the year. There have been some complaints about stacking and doubling up at the kayak racks; it has been handled. At the next meeting, they will discuss possibly moving the racks to a different location. Alderman Krause asked what time the bath rooms by the West End Pier are closed and felt 9:30pm is too early; he requested this be on the next Piers & Harbors agenda. Alderman Hartz wondered if there is a need for another kayak rack; Alderman Marsala said not so far and if there is an increased need next year, it doesn't take long to build another rack. Mayor Connors said he would be interested in exploring some point of sale system for the beach that would allow people to pay with plastic. Alderman Krause suggested a Lake Geneva cell phone app for different admissions to different things.

Utility Commission, Aldermen Marsala and Hartz

No meeting, no report.

Tree Board, Alderman Mott

No meeting, no report.

Police & Fire Commission, Alderman Krause

Alderman Krause said he was out of town. They are mainly working on their budget. He mentioned that we did receive a bid for the Fire Truck which will go to Council and which was for more than was anticipated. Alderman Hartz asked if any fireworks are allowed in town; the answer is no and if it is an issue, call the Police.

Planning Commission, Alderman Hartz

Alderman Hartz reported they haven't had a meeting since the last Council meeting.

Board of Park Commissioners, Alderman Kupsik

Alderman Kupsik said there is nothing new to report. Their meeting is tomorrow when they will have further discussion on the skate board park and the next steps for the dog park. An ongoing discussion to be continued at tomorrow night's meeting is an Eagle Scout project at Vet's Park and new park signs. Alderman Marsala wondered if the old fencing from Denison School had been saved and could be used at the dog park.

Library Board, Alderman Krause

Alderman Krause said the focus at the last meeting was helping work on their budget. There was a Frank Lloyd Wright window that was a part of one of the estates in Lake Geneva that is going to be permanently on loan from one of the Milwaukee schools. The Beautification Committee is considering doing some landscape improvements.

Historic Preservation, Alderman Kehoe

Alderman Kehoe was absent and there was no report.

Cemetery, Alderman Krohn

Alderman Krohn reported they just had a meeting tonight when they worked on the budget, had a 6-month treasurer's report and a financial report on investments from Sturge Taggart.

As reported last meeting, there were two bids from Sheldon Landscaping and B&J Landscaping, which were close, but it was awarded to B&J. Dan Sheldon resigned from the Cemetery Board over this. The cemetery has needed a new truck with a plow for three years and has come to the City for money but it has been overlooked. They are sending out for two bids and will be coming in with what they need. Alderman Krause wondered why the DPW can't run through the cemetery with the plow to avoid duplication of trucks, insurance and other expenses. Administrator Jordan said that it would be last to be plowed. Alderman Krohn explained that the Cemetery is a separate unit and if there is a funeral, they wouldn't be able to wait to see if DPW can plow it.

Parking Commission, Alderman Marsala

Alderman Marsala said the meeting planned for September 15 had to be cancelled because it conflicted with the Chamber. At the next meeting, they will have the details of the shuttle for Oktoberfest.

Communications Committee, Alderman O'Neill

No meeting, no report.

Avian Committee, Alderman Marsala

No meeting, no report. They have lost two members so need to replace them.

Chamber of Commerce, Alderman Krause

Alderman Krause reported they discussed the whole parking system, which has already been talked about tonight. He encouraged the Council to attend the annual Chamber meeting on Thursday, September 15. Alderman Hartz suggested a committee within the Council that is a community development committee to look at issues that are germane to the City, such as the Trevor Hotel, the theater and those sorts of things that seem to be just outside the purview of some of these other organizations. In this economic climate, it might be good for us to be aggressive as opposed to having the other groups do it.

Lake Geneva Museum, Alderman Mott

Alderman Mott reported we have a really active board of directors for the museum. At the last meeting, they had 19 people at the meeting and each one has specific duties to take care of the museum. They now have a credit card machine which is well-received by the patrons. There was an editorial credit in the American Road Consumer magazine featuring an article on Lake Geneva. There were 451 patrons for July, which is down from 2010. The flooring for the Ceylon Court exhibit has been laid, sanded and finished. They have 13 new members and a new DVD for sale highlighting all the post cards ever done on Lake Geneva. There is a new exhibit which is a vignette wall and law office. Copies of letters drafted by Judge Sibbing were sent to the Walworth County judges and lawyers in the Walworth County Bar Association, complimenting our fine museum and advising that we are planning to create a turn-of-the-century law office within the museum. Discussion followed on how to better market and promote the museum and other Lake Geneva events.

Lake Geneva Economic Development Corporation, Aldermen Hartz & Kupsik

No meeting, no report.

Geneva Lake Environmental Agency, Alderman O'Neill

Alderman O'Neill reported that the GLEA is sponsoring a car rally September 23-25, 2011. On Saturday, September 24, between 8:00am and 11:00am, the cars will be lining up on Wrigley Drive in front of the Riviera and starting a parade at 11 o'clock. For the next meeting,

he hopes to have some well-testing results from around the lake and beach-testing results. There was discussion on failing septic systems, how they are monitored and by whom.

Marsala/Mott motion to adjourn. Unanimously carried.

Transcribed from audio tape.
/s/ Artis Roenspies, Deputy Clerk