

FINANCE, LICENSING & REGULATION COMMITTEE MINUTES
TUESDAY, AUGUST 4, 2020 – 6:00 PM
CITY HALL, COUNCIL CHAMBERS

Committee Members: Chairperson Ken Howell, Alderpersons: Joan Yunker, Mary Jo Fesenmaier, John Halverson, and Rich Hedlund

Chairperson Howell called the meeting to order at 6:01 p.m.

Roll Call

Present: Howell, Halverson, Hedlund, Yunker, and Fesenmaier

Absent: None

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

Fred Gahl; 661 S Lake Shore Dr; Spoke in favor of the rate increase for the Riviera Ballroom for non-residents.

Approve the minutes of the July 21, 2020 Finance, Licensing, and Regulation Committee meeting as prepared and distributed

Motion by Hedlund to approve, second by Halverson. No discussion. Motion carried 5-0.

Licenses & Permits

Discussion/Recommendation regarding a Tier I Event Permit filed by Lakeland Community Church for the event of Worship in the Park to be held July 4, 2021 from 7:00 a.m. to 1:00 p.m. located in Flat Iron Park

Motion by Hedlund to approve, second by Halverson. Fesenmaier noted that the Chief had concerns with approving the permit so far out. Motion carried 5-0.

Discussion/Recommendation regarding an Agent Change for 1111 N Edwards Blvd d/b/a Fairfield Inn & Suites, 1111 N Edwards Blvd, to Jill Gaulke

Motion by Hedlund to approve, second by Fesenmaier. No discussion. Motion carried 5-0.

Discussion/Recommendation regarding an Agent Change for Harbor Shores Hotel Management d/b/a Harbor Shores Hotel, 300 Wrigley Dr, to Shelley Strohm

Motion by Hedlund to approve, second by Fesenmaier. No discussion. Motion carried 5-0.

Discussion/Recommendation regarding **Resolution 20-R56** a resolution authorizing the write off of 2017-2018 delinquent personal property taxes in the amount of \$5,146.89 deemed uncollectible

Motion by Hedlund to approve, second by Halverson. Hedlund stated that he has concerns with businesses not paying the tax even with the business still being currently open. Finance Director Hall stated that if the businesses do not pay those taxes we do have the ability to charge them back. This means that all of the taxing jurisdictions pay the City their portion. Motion by Fesenmaier to amend that the Finance Director to remove Body Logic, Certified Auto body, and Thrivent Financial and send to collections, no second was offered. Motion failed.

Original motion carried 5-0.

Discussion/Possible Recommendation regarding increasing the Riviera Ballroom rental rates

Motion by Yunker to approve, second by Howell. Hedlund stated that he would like more information regarding this matter. He feels that the Ad Hoc Committee should be focusing on fundraising versus just raising the fees. Mayor Klein stated that the Riviera has been booked in 2022 and that the City should be looking ahead on this. Hedlund

Motion by Fesenmaier to suspend discussion until the end of the end of the agenda until the Events Director can join the meeting, second by Halverson. Motion carried 5-0.

Stephanie Copsey, the Events Director for the Riviera left the meeting. The committee agreed to continue the conversation when she was able to return.

Discussion/Possible Recommendation regarding parking regulations along Wrigley Drive from the municipal boat launch south to Baker Street

Director of Public Works Earle stated that he has concerns with having the designated crosswalk and urged that there be a designated loading zone for the fuel trucks for Marina Bay. Committee discussion continued about the various options for traffic control and parking near the boat launch.

Hedlund cited that he would like to see this resolved soon as we are on time table. Earle stated that he would be painting the curb and putting up signs.

Motion by Hedlund to approve the diagram that shows the loading zone and to give the authority to enforce to the Parking Enforcement, second by Halverson. Motion carried 3-2, with Fesenmaier and Yunker voting no.

Discussion/Possible Recommendation regarding increasing the Riviera Ballroom rental rates continued

Stephanie Copey, the Events Director for the Riviera addressed the committee regarding the potential fee increase. She felt that the increase for weddings in the peak season would be fairly competitive. Copey stated that she would be willing to explore what a rate increase would look like, but doesn't want to discourage bookings moving forward.

Copey indicated that there isn't enough evidence to support a 40% increase without further investigation and would not want to deter any bookings based on this price increase.

Motion by Fesenmaier to continue to the next FLR for discussion with a moratorium on booking, second by Halverson.

Motion by Howell to allow Fred Gahl to speak, second by Yunker.

Fred Gahl addressed the committee and urged that an increase be seriously considered. He cited concerns with being able to be competitive with other venues. Motion carried 4-1, with Hedlund voting no.

Discussion/Possible Recommendation regarding parking concerns/issues on Conant Street

Alderperson Flower stated that this was discussed at the last Public Works meeting and that there have been issues with parking and pedestrians walking down that street. Hedlund stated that the road is very narrow and it doesn't have sidewalks currently.

Motion by Hedlund to restrict parking from Badger Lane to Marshall Street, on both sides, second by Halverson. Motion carried 5-0.

Discussion regarding City of Lake Geneva 2021 Budget Goals and Timeline

Finance Director Hall reviewed the potential schedule for the upcoming budget process. She also stated that she needs the Committee's/Alderperson's goals for the 2021 Budget by August 12. No action taken.

Presentation of Accounts

Prepaid Bills in the amount of \$160,366.16

Motion by Hedlund to approve, second by Halverson. No discussion. Motion carried 5-0.

Regular Bills in the amount of \$181,301.68

Motion by Hedlund to approve, second by Halverson. No discussion. Motion carried 5-0.

Adjournment

Motion by Hedlund to adjourn, second by Halverson. Motion carried 5-0. The meeting adjourned at 7:16 p.m.