

FINANCE, LICENSING & REGULATION COMMITTEE MINUTES
TUESDAY, JUNE 16, 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 6:00 p.m.

Roll Call

Present: Howell, Yunker, Fesenmaier, Halverson, Hedlund

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

None

Approve the minutes of the June 2, 2020 Finance, Licensing, and Regulation Committee meeting as prepared and distributed

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

Licenses & Permits

Discussion/Recommendation regarding a renewal application of a Massage Establishment License for Healing Muscle Therapies

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

Discussion/Recommendation regarding a renewal application of a Massage Establishment License for Lake Geneva Massage Therapy

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

Discussion/Recommendation regarding a renewal application of a Taxi Cab Company License for Senior Cab

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

Discussion/ Recommendation regarding **Resolution 20-R45** authorizing and directing the proper city official(s) to issue the Liquor License renewals for the period of July 1, 2020, to June 30, 2021

Motion by Hedlund to approve, second by Halverson. Clerk Kropf explained that within the resolution was a renewal from Capitol Geneva LLC. She noted that the previous owners had sold the entire business entity so the previous application from Geneva Lake Hospitality LLC was no longer needed. Motion carried 5-0.

Discussion/ Recommendation regarding a proposal from Asphalt Contractors INC to perform a 6' depth road patch on Main Street between Maxwell St and Warren Street, in an amount not to exceed \$11,938.00 to be paid from the 2020 Street Improvement Project Fund

Motion by Hedlund to approve, second by Halverson. Fesenmaier stated that she didn't agree with using the money from the Street Improvement Project Fund, but rather the funds should come from the contingency fund.

Motion to amend by Fesenmaier to substitute the 2020 Street Improvement Project Fund with the Contingency Fund, second by Halverson. Amendment failed 2-3, with Howell, Yunker, and Hedlund voting no.

Original motion carried 4-1, with Fesenmaier voting no.

Discussion/Recommendation regarding final payment to Total Parking Solutions, INC for the purchase of the new parking kiosks, in an amount not to exceed \$165,175.00

Motion by Hedlund to approve, second by Howell. Hedlund stated that this is the final payment for the new parking kiosks. Elder stated that the kiosks are working good and that the company is helpful. He added that there may be a desire

in the future to add more kiosks to be placed at the beach so the City doesn't have to run two different operating systems. Motion carried 5-0.

Discussion/Recommendation regarding acceptance of a donation of \$400 from American Transmission Co for the City of Lake Geneva Tree Replacement Program

Motion by Hedlund to approve, second by Howell. Fesenmaier indicated that the intent of donation was for tree education and asked that it be explored. Motion carried 5-0.

Discussion/Recommendation regarding Ordinance 20-05 an ordinance amending Chapter 46: Nuisances, Article 1: General regulations, Section 46-4 Loud and unnecessary noise (b) and (c) to clarify types of noise and hours of quiet time and creating section 46-4 (c)(3) to define acceptable types and hours of construction noise

Building & Zoning Administrator Walling stated that there is not currently a noise ordinance in the code currently. He noted that this ordinance would restrict construction noise between the hours of 9pm to 7am on weekdays and 9pm to 8am on weekends.

Motion by Hedlund to approve, second day Yunker.

Walling added that this would not apply to garbage collection truck noise or the snow plows. Motion carried 5-0.

Discussion/Recommendation regarding Ordinance 20-06 an ordinance amending Chapter 14: Building and Building regulations, Article II: Building code, Division 1: Generally, Section 14-31 (a) Administrative code and adding 14-31(c) Amendments and deleting section 14-32 Wisconsin Uniform Building Code and renaming section 14-33 scope of Article to Section 14-32 Scope of Article

Walling noted that this ordinance would bring the City's code in compliance with State Statute

Motion by Hedlund to approve, second by Halverson. Motion carried 5-0.

Discussion/Recommendation regarding Vibly Beach Pass App

City Administrator Nord stated that the app creator suggested that the City hold off on using the app due to the capacity on the beach being implemented. Harbormaster Frame stated that she would like to see this used next year, but worries that using this year would create too much confusion for the end user.

Motion by Hedlund to table, second by Yunker. Motion carried 5-0.

Discussion/Recommendation authorizing the expenditure of \$3,000 to obtain a quote for the ETF Health Insurance

Hedlund stated that this would pay for the underwriting to get the City into the ETF Health Insurance Plan with the State.

Motion by Howell to approve, second by Hedlund. Motion carried 5-0.

Discussion/Possible Recommendation regarding Regular & Reserve "Class B" Intoxicating Liquor Licenses

Mayor Klein noted that the Council had previously abolished the policy to issue these types of licenses and that she felt that licenses should be issued based on a business' merit.

Clerk Kropf then explained the different types of licenses that the City currently has issued.

Hedlund stated that he would like to see a license held for economic development purposes. Halverson felt that the City should advertise when a license becomes available. Howell stated that he would like to see this continued to give the committee more time to consider the issue.

Motion by Howell to continue, second by Halverson. Motion carried 5-0 on a roll call vote.

Motion by Halverson to move up the discussion regarding estimated revenues losses, second by Hedlund. Motion carried 5-0.

Discussion regarding estimated revenue losses

Finance Director Hall addressed the committee regarding the estimated revenue losses for the City. She noted that overall June is looking very healthy thus far. She added that parking has brought in \$110,000 for June alone, but that overall it is down 13%-15% for the year. Hall stated that the beach revenue is considerably higher than this time last year. Hall further stated that the City's room tax is down due to the COVID-19 pandemic which would reduce the amount of grants that the Tourism may be able to give out in 2020. She added that overall the City is looking at a total of \$400,000 in lost revenue. No action taken.

Discussion/Possible Recommendation regarding City of Lake Geneva Parking Rates

Howell stated that he is in favor of increasing the rates for the parking to \$3 in the “lake” zones and that it remains \$1 everywhere else. Halverson stated that he would like to see all parking zones at \$2 an hour. Hedlund stated that changing it to be a consistent price across the board may help eliminate any potential fraud with not having to pay by stall anymore. Parking Manager Elder stated that the rates could be changed easily with the new software and that it would only take him a couple days to coordinate that.

Motion by Hedlund to increase the parking rate for the “lake” zones to \$3 per hour and to add the south side of Main Street from Cook Street to Maxwell Street, second by Howell.

Halverson expressed concerns with the change of the rate in front of the library.

Motion carried 5-0 on a roll call vote.

Discussion/Possible Recommendation regarding City of Lake Geneva Beach Pass Rates

Mayor Klein indicated that she had requested this item to be discussed. She felt this change would aid the beach staff with not having to give so much change at the beach and would ultimately help with the budget shortfall. Klein noted that this change would not affect the residents that obtain season passes.

Motion by Hedlund to increase the beach pass rates for \$5 for children and \$10 for adults, second by Howell. Motion carried on a roll call vote 5-0.

Discussion regarding May Treasurer’s Report and Budget versus Actual

Finance Director Hall stated that the cash balance for May was decreased due to having three payrolls. She also noted that the budget expenditure is at 42% which means that it is right on track. She added that some expenses related to COVID-19 may be reimbursable and that she continues to attend League webinars to learn more. No action taken.

Presentation of Accounts

Prepaid Bills in the amount of \$ 51,427.22

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

Regular Bills in the amount of \$ 191,365.82

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 7:19 p.m.