

FINANCE, LICENSING & REGULATION COMMITTEE MINUTES
TUESDAY, MAY 19, 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 6:04 p.m.

Roll Call

Present: Howell, Yunker, Fesenmaier, Halverson, and 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

Kevin Morici; Spoke in opposition of the reduction of short term rental fees.

Anthony Scalzitti; Spoke in opposition of the reduction of short term rental fees.

Approve the minutes of the May 5, 2020 Finance, Licensing, and Regulation Committee meeting as prepared and distributed

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

Licenses & Permits

Discussion/Recommendation regarding renewal application of Massage Establishment License for Element Massage Studio

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

Discussion/Recommendation regarding an Event Permit application filed by VIST Lake Geneva for the event of Concerts in the Park to take place, 7/2/2020, 7/9/2020, 7/16/2020, 7/23/2020, 7/30/2020, 8/6/2020, and 8/13/2020, located in Brunk Pavilion in Flat Iron Park from 6:00 p.m. to 8:00 p.m. (Applicant is requesting waiver of parking fees in an amount of \$440.00)

Motion by Hedlund to approve without the waiver of parking fees, second by Halverson. Hedlund questioned why the City would want to waive the parking fees. Flower suggested that they just use the parking stalls at the Visitor Center and is not in favor of waiving any fees at this time. Motion carried 5-0.

Discussion/Possible Recommendation regarding City of Lake Geneva Policy & Evaluation Regarding Issuance of Regular and Reserve Intoxicating Liquor Licenses

Mayor Klein stated that she wanted this on the agenda just to see if the committee had a revisions or changes to offer. Fesenmaier indicated that the policy was contradictory to itself and would like to see it abolished. Hedlund stated that he was never

Discussion/Possible Recommendation regarding the reduction or waiver of the City of Lake Geneva Short Term Rental Fees

Attorney Draper stated that the City is facing litigation regarding the fees associated with the short term rental permit. Draper stated that the committee should lower the cost to reflect the administrative fees which are \$984, per the Building and Zoning Department. He added that the Building & Zoning Department would be comfortable charging \$500 and that the ordinance changes would be coming to the Council for discussion.

Motion by Howell to continue to the next meeting, no second offered. Motion failed.

Motion by Hedlund to lower the short term rental fee to \$750, second by Yunker. Hedlund stated that this would put the City more in line with other municipalities and would more closely match what the actual cost is. Fesenmaier stated that she would like to see the fee set at \$1,000.00 Motion carried 3-2, with Halverson and Fesenmaier voting no.

Discussion/Recommendation regarding approval of the 2020 Lifeguard Services Agreement with Water Safety Patrol in an amount not to exceed \$36,845.00

Hedlund wondered if the Water Safety Patrol would offer a prorated amount for the contract if the each is closed. The City Administrator stated that he could certainly ask, but the City needs to have this contract in place for when the beach opens.

Motion by Fesenmaier to send to Council without recommendation, second by Hedlund. Motion carried 5-0.

Discussion regarding the City of Lake Geneva Capital Projects and Equipment Replacement Funds Status

City Administrator Nord stated that there is a summary from all of the departments for the Capital Projects. He stated that this was a discussion item and felt that the revenues that are coming seem to be better than initially projected. The committee decided to not remove any budgeted projects for the time being but would still monitor. No action taken.

Discussion regarding City of Lake Geneva April 2020 Treasurer's Report and Budget versus Actual

Finance Director Hall stated that the cash balance without down slightly due to the Riviera Renovations with a decrease in parking and room tax collections. She added that any budget line item that is 34% or lower is right on track for the budget. She added that the City is down in revenues by about \$340,000 but that the City could like at using the reserve fund to help offset. No action taken.

Presentation of Accounts

Prepaid Bills in the amount of \$ 43,210.00

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

Regular Bills in the amount of \$ 174,484.69

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

Adjournment

Motion by Hedlund to adjourn the meeting, second by Halverson. Motion carried 5-0. The meeting adjourned at 7:00 p.m.