



*City of Lake Geneva, 626 Geneva St, Lake Geneva, WI 53147- 262.248.3673- [www.cityoflakegeneva.gov](http://www.cityoflakegeneva.gov)*

**COMMITTEE OF THE WHOLE AGENDA  
MONDAY, JULY 7, 2025 - 6:00 PM  
LAKE GENEVA CITY HALL; COUNCIL CHAMBERS (MAIN LEVEL)**

**Members:**

Council President: Mary Jo Fesenmaier

Council Vice-President: Cindy Yager

Alderspersons: Sherri Ames, Linda Frame, Joel Hoiland, JaNelle Powers, Brian Smith and Cathy Stoodley

**Watch this meeting on the City of Lake Geneva's live stream:**

<https://cityoflakegeneva.gov/319/City-Meetings-Video-Stream>

1. Call to Order
2. Pledge of Allegiance-Ames
3. Roll Call
4. Approval of the Committee of the Whole Minutes from June 2, 2025
5. Comments from the public as allowed by Wis. Stats. §19.84(2). Comments will be limited to 5 minutes. Be further advised that matters brought up at this time may be referred to the appropriate committee or individual for further discussion and consideration.
6. Presentation: Overview of Short-Term Rental Software; Deckard, Garrett Lundberg, Solutions Consultant
7. Public Questions/Comments on Short-Term Rentals; limited to five minutes.
8. **STANDING COMMITTEE REPORTS.** The following Aldermen will be given the opportunity to make announcements or reports at the meeting in regards to committee activities they have been involved in since the last meeting on behalf of the City, future activities and citizen contacts. It is not contemplated that these matters will be discussed or acted on but referrals to the appropriate committees and/or individuals will be made.
  - a. Finance, License, and Regulation Committee-Chair Ames
  - b. Personnel Committee-Chair Hoiland
  - c. Public Works Committee-Chair Stoodley
  - d. Piers, Harbor, and Lakefront Committee-Chair Yager
9. **COMMITTEE, COMMISSION AND BOARD REPORTS.** The following committee representatives will be given the opportunity to make announcements or reports at the meeting in regards to committee activities they have been involved in since the last meeting on behalf of the City, future activities and citizen contacts. These matters will be required to be placed on the agenda to comply with Wis. Stats.

- a. Utility Commission-Fesenmaier and Smith
- b. Tree Board-Ames
- c. Police and Fire Commission-Hoiland
- d. Plan Commission-Hoiland
- e. Board of Park Commissioners-Yager
- f. Library Board-Ames
- g. Historic Preservation Commission-Powers
- h. Avian Committee-Powers
- i. Tourism Commission-Fesenmaier and Frame
- j. Cemetery Board-Stoodley and Frame
- k. Hillmoor Commission-Yager

**10. COUNCIL REPRESENTATIVES SERVING ON OTHER BOARDS AND**

**COMMITTEES.** The following committee representatives will be given the opportunity to make announcements or reports at the meeting in regards to committee activities they have been involved in since the last meeting on behalf of the City, future activities and citizen contacts. These matters will be required to be placed on the agenda to comply with Wis. Stats.

\*No meeting or materials posted on the City website.

- a. \*VISIT Lake Geneva-Yager
- b. \*Geneva Lake Museum-Powers
- c. \*Lake Geneva Economic Development Corporation-Hoiland and Smith
- d. Geneva Lake Environmental Agency-Fesenmaier
- e. \*Geneva Lakes Family YMCA-Stoodley
- f. \*Geneva Lake Use-Frame
- g. Business Improvement District-Stoodley
- h. \*Geneva Lake Law Enforcement Agency-Mayor Krause

**11. Next Meeting Date and Time: August 4, 2025, at 6:00 pm**

**12. Adjournment**

*A quorum of the Council may be present; however, no official Council action will be taken.  
Requests from persons with disabilities who need assistance to participate in this meeting should be made to the City Clerk's office in advance so that the appropriate accommodations can be made.*

**CITY OF LAKE GENEVA REGULAR COMMITTEE OF THE WHOLE MINUTES  
MONDAY, JUNE 2, 2025 - 6:00 PM  
LAKE GENEVA CITY HALL; COUNCIL CHAMBERS (MAIN LEVEL)**

**Members:** Council President: Mary Jo Fesenmaier, Council Vice-President: Cindy Yager  
Alderspersons: Sherri Ames, Linda Frame, Joel Hoiland, JaNelle Powers, Brian Smith and Cathy Stoodley

**Call to Order**

Council President Fesenmaier called the meeting to order at 6:00 pm.

Fesenmaier announced the Short-Term Rental Software presentation is postponed to next month's meeting.

**Pledge of Allegiance**

**Roll Call**

Present: Fesenmaier, Yager, Ames, Frame, Hoiland, Powers, Smith, Stoodley  
Absent: None

**Approval of the Committee of the Whole Minutes from May 5, 2025**

Motion by Ames to approve, second by Yager.  
No discussion, motion carried on a voice vote.

**Comments from the public as allowed by Wis. Stats. §19.84(2). Comments will be limited to 5 minutes. Be further advised that matters brought up at this time may be referred to the appropriate committee or individual for further discussion and consideration.**

Victoria Ross, 301 Cadence Cir, City of Lake Geneva Avian Committee, spoke in support of the City adopting a Dark Sky Ordinance.

Betty Volquardsen, 1000 Cumberland Cir, spoke in support of the City adopting a Dark Sky Ordinance.

Scott Brutosky, 1011 Main St, spoke on the pier projects and expressed interest in re-opening the discussion of the piers replacement project.

Sarah McConnel, 21 Lakeview Dr, spoke in support of the City adopting a Dark Sky Ordinance and the brush drop off at Public Works.

Robert Furlo, 1243 Pleasant St, spoke in support of reopening the discussion of transferring buoys to slips.

Eric Gallagher, 225 Pearson Dr, spoke on the rules for residents at the brush drop off at Public Works.

Bob Nabasny, 1544 W Main St, spoke on the buoy and pier system, in support of reopening the discussion, expressing that slips are much safer than buoys. He offered a suggestion for a 5-year pre-paid lease program.

George Zimmerman, 61 Lakeview Dr, requested the reconsideration of converting the buoys to slips, highlighting various aesthetic and safety issues with the buoys, and offered participation in an advisory group.

Nick Staggs, 1122 Wisconsin St, spoke on the various issues with buoys and requested the reconsideration of converting the buoys to slips.

Dan Solverson, 1032 Geneva St, requested the reconsideration of converting the buoys to slips, and offered potential funding solutions.

Ted Ahrens, 1823 Conant St, requested the reconsideration of converting the buoys to slips, highlighting safety and

aesthetic issues, and offered potential funding ideas.

Jennifer Garrels, 1622 Evergreen Ln, requested the reconsideration of converting the buoys to slips.

Joe Reed, 1617 Evergreen Ln, requested the reconsideration of converting the buoys to slips, highlighting safety issues and supported researching to topic further.

Craig Lambrecht, 416 Madison St, requested the reconsideration of converting the buoys to slips, highlighting issues with weight lists and environmental concerns.

**Acknowledgment of Correspondence**

Alderson Fesenmaier acknowledged correspondence received of Kevin Singh from Guac Star regarding window coverings, and requested that Alderson Hoiland refer the topic to the Building & Zoning director and possibly the Plan Commission.

**Presentation:**

**GLEA Protocols:Blue-Green Algae and E.coli; Geneva Lake Environmental Agency, Holly Baseman, Executive Director**

Holly Baseman, GLEA Executive Director, introduced herself and her professional background. She presented proposed protocols regarding E Coli and Blue Green Aglae.

Questions and discussion followed between Ms. Baseman and Committee members on topics such as logistics of testing, proactive clearing of plant materials, the lagoon, seagulls, and algae bloom training,

**Overview of Short-Term Rental Software; Deckard, Garrett Lundberg, Solutions Consultant**

Postponed to July meeting.

**Public Questions/Comments on Short-Term Rentals; limited to five minutes.**

**Standing Committee Reports. The following Aldermen will be given the opportunity to make announcements or reports at the meeting in regards to committee activities they have been involved in since the last meeting on behalf of the City, future activities and citizen contacts. It is not contemplated that these matters will be discussed or acted on but referrals to the appropriate committees and/or individuals will be made.**

**Finance, License, and Regulation Committee-Chair Ames**

Alderson Ames reported on recent event permits and licenses considered by the Committee, software for meeting videos, and displaced lagoon lessees getting season launch passes.

**Personnel Committee-Chair Hoiland**

Alderson Hoiland reported on the Committee's action plan, open positions, potential ordinance updates, and a review of the government policy manual.

Discussion followed regarding the responsibility of the Council on policy vs operations. Clarification was offered that the Council sets policy but does not get involved in day-to-day activities.

**Public Works Committee-Chair Stoodley**

Alderson Stoodley reported on topics including mowing at Hillmoor, brush drop off, street repair, and updates to the parking lot at Seminary Park. Upcoming topics include looking at how paid parking can be captured during Winterfest with varying dates, trailer parking at Dunn field, 4-way stop at Broad and Dodge, speed limit change to 25mph on Main in front of Hillmoor, an Ordinance regarding Private Roads, and flashing beacons near the schools. Discussion followed on the 4-way stop at Broad and Dodge, highlighting the safety concerns showing the need for this to occur sooner than 2027-2028. Clarifications were offered on the reasons for the changes to the operations at the brush drop off.

**Piers, Harbor, and Lakefront Committee-Chair Yager**

Alderson Yager reported on continuing discussions on the lagoon, dredging in the lagoon, repairs of fencing at

the beach.

The next meeting is June 10th, the chair will look into the procedure for reconsideration of the buoy and slip item.

**Committee, Commission, and Board Reports. The following committee representatives will be given the opportunity to make announcements or reports at the meeting in regards to committee activities they have been involved in since the last meeting on behalf of the City, future activities and citizen contacts. These matters will be required to be placed on the agenda to comply with Wis. Stats.**

**Utility Commission-Fesenmaier and Smith**

Aldersperson Fesenmaier reported on a budget amended to expand the leak survey area and a mural proposal for the Utility Commission building.

**Tree Board-Ames**

No meeting, no report. Next meeting is in August.

**Police and Fire Commission-Hoiland**

Aldersperson Hoiland reported that the Commission officers were elected at the last meeting, and that hiring issues were discussed.

**Plan Commission-Hoiland**

Aldersperson Hoiland reported on design reviews for downtown businesses.

**Board of Park Commissioners-Yager**

Aldersperson Yager reported on the review of projects at Vets Park including the rebidding of the basketball courts and the bidding process for the playground, the re-striping project for Maple Park and Dunn Field: Tennis Courts only at Maple Park, 8 permanent pickleball courts at Dunn Field. The YMCA programming contract was approved.

**Library Board-Ames**

Aldersperson Ames reported on the membership of the Strategic Planning and Personnel subcommittees and various upcoming events and programming at the Library.

**Historic Preservation Commission-Powers**

Aldersperson Powers reported on recent topics, including participation in the Tuesdays at Two program, updates to the local landmark designation application, a memorial for Patrick Quinn, updates to various plaques, and reprinting of the walking tour programs.

**Avian Committee-Powers**

Aldersperson Powers reported that the officers were elected at the most recent meeting, and spoke on the possibility of updating the bylaws, the purple martins, birding backpacks program, the Dark Sky Program, and World Migratory Bird Day observance.

**Tourism Commission-Fesenmaier and Frame**

Aldersperson Frame reported on recent updates given by VISIT.

Aldersperson Fesenmaier spoke on topics including recent grants, updates to paperwork, and the inclusion of guidelines in the application,

**Cemetery Board-Stoodley and Frame**

Aldersperson Stoodley reported on the RFP for repairs to the office building, and topics to be addressed such as ash spreading, and decor rules and guidelines.

Aldersperson Frame spoke on road repairs.

Discussion followed on proposed benches.

**Hillmoor Commission-Yager**

Aldersperson Yager spoke about cleaning up the hwy 50 frontage, potential improvements to the parking lot entrance, the new Hillmoor Commission newsletter, land use zones, the development of a project evaluation system and criteria, and site visits at nearby nature parks.

**Council Representatives Serving on Other Boards and Committees. The following committee representatives will be given the opportunity to make announcements or reports at the meeting in regards to committee activities they have been involved in since the last meeting on behalf of the City, future activities and citizen contacts. These matters will be required to be placed on the agenda to comply with Wis. Stats.**

**\*No meeting or materials posted on the City website.**

**\*VISIT Lake Geneva-Yager**

Aldersperson Yager reported on new membership to the Chamber, and highlighted various events spoken about during the Tourism Commission report.

**\*Geneva Lake Museum-Powers**

Aldersperson Powers reported on recent activity, including officer elections, fundraising events, exhibit repair, new landscaping, new acquisitions, and the possibility of a summer children's program.

**\*Lake Geneva Economic Development Corporation-Hoiland and Smith**

Aldersperson Hoiland reported that they haven't met for a couple of months but will be meeting again soon. He highlighted the corporation's website and the purpose of the corporation and stated it is searching for land or buildings to purchase.

**Geneva Lake Environmental Agency-Fesenmaier**

Aldersperson Fesenmaier reported on the protocols presented by the Executive Director and the Clean Boats Clean Waters training for boat launch attendees.

**\*Geneva Lakes Family YMCA-Stoodley**

Aldersperson Stoodley spoke about YMCA programs, including the grab n go lunch program and repairs at Vets Park.

**\*Geneva Lake Use-Frame**

No meeting, no report given.

**Business Improvement District-Stoodley**

Aldersperson Stoodley spoke about the Wine Walk hosted by the BID in May and efforts to catalog property owners/managers in the downtown area to assist with vacancies.

**\*Geneva Lake Law Enforcement Agency-Mayor Krause**

No meeting, no report given.

**Adjournment**

Motion by Ames to adjourn, second by Stoodley.

No discussion, motion carried on a voice vote.

The meeting adjourned at 7:41pm.

These minutes are unofficial until approved by the Committee.

Vanessa Jahns  
Deputy City Clerk



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**FINANCE, LICENSING, AND REGULATION COMMITTEE  
TUESDAY, JUNE 3, 2025 - 4:30 PM  
LAKE GENEVA CITY HALL; COUNCIL CHAMBERS (MAIN LEVEL)**

**Members:**

Chairperson - Sherri Ames. Members - JaNelle Powers, Mary Jo Fesenmaier, Linda Frame and Brian Smith.

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**AGENDA**

1. Call to Order
2. Roll Call
3. Comments from the public limited to 5 minutes, limited to items on this agenda
4. Approval of the minutes from May 20, 2025
5. Discussion/Recommendation regarding Licenses & Permits
  - a. Agent Change filed by Cove Condominium Association dba The Cove of Lake Geneva to Mitchell C Whelan, for current license expiring on June 30, 2025
  - b. Massage Establishment renewal applications filed by Elevate Wellness Center and Healing Muscle Therapies
  - c. Resolution 25-R36, authorizing and directing the proper city official(s) to issue Alcohol License renewals for the period of July 1, 2025, to June 30, 2026
  - d. Class "B" Beer / "Class B" Liquor License renewal application filed by Harbor Shores Hotel Management Inc dba Harbor Shores on Lake Geneva, 300 Wrigley Dr, Janine Osborne, Agent
6. Discussion/Recommendation on proposed changes to City of Lake Geneva Municipal Code section 62-3: Dedication of private streets (*Public Works Committee recommended approval on May 27, 2025*)
7. Presentation of Accounts
  - a. Pre-Paid Checks: \$56,065.84
  - b. Regular Checks: \$251,948.03
8. Adjournment



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**FINANCE, LICENSING, AND REGULATION COMMITTEE  
TUESDAY, JUNE 17, 2025 - 4:30 PM  
LAKE GENEVA CITY HALL; COUNCIL CHAMBERS (MAIN LEVEL)**

**Members:**

Chairperson - Sherri Ames. Members - JaNelle Powers, Mary Jo Fesenmaier, Linda Frame and Brian Smith.

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**AGENDA**

1. Call to Order
2. Roll Call
3. Comments from the public limited to 5 minutes, limited to items on this agenda
4. Approval of the minutes from June 3, 2025
5. Discussion/Recommendation regarding Licenses & Permits
  - a. Class "A" Beer / "Class A" Liquor License renewal application filed by Revir Hospitality Lake Geneva, LLC dba Fairfield Inn & Suites
  - b. Class "A" Beer / "Class A" Liquor License renewal application filed by Simple Spirits Inc dba Geneva Liquors
  - c. Class "B" Beer / "Class B" Liquor License renewal application filed by Stone Soup LLC dba The Baker House
  - d. Class "B" Beer/ Reserve "Class B" Liquor License renewal applicaiton filed by Zaab Corner Bistro Corp dba Zaab Corner Bistro
  - e. Class "B" Beer / "Class C" Wine License renewal application filed by Mama Ciminis LLC dba Mama Ciminis
  - f. Class "B" Beer / "Class C" Wine License renewal application iled by Sabai Sabai Tahi Cusine Inc dba Sabai Sabai Thai & Sushi
  - g. Massage Establishment Renewals for Lakeview Spa and Element Massage Studio
  - h. Public Event Permit Application with Street Use filed by the American Legion Auxiliary for the annual 4th of July Childrens Parade
6. Presentation of Accounts
  - a. Pre-Paid Checks: \$ 302,132.55

- b.** Regular Checks: \$ 433,755.93
- 7.** Discussion/Recommendation regarding items from Piers, Harbors and Lakefront Committee June 10, 2025
  - a.** Approval of Change Order 1 for the Seawall Replacement Project in the amount of \$12,595.28 to CK Contractors
  - b.** Approval of Pay Application 1 for the Seawall Replacement Project in the amount of \$131,019.63 to CK Contractors
  - c.** Approval of ordinance change to allow rental of the unused dingy ramps at West End to persons on the Kayak rack wait lists
- 8.** Discussion/Recommendation regarding the YMCA Programming Agreement (approval recommended by Board of Park Commissioners)
- 9.** Discussion/Recommendation regarding utilizing impact fee funds for Library Renovation
- 10.** Adjournment

*A quorum of the Council may be present; however, no official Council action will be taken.  
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**PERSONNEL COMMITTEE  
MONDAY, JUNE 2, 2025 - 4:00 PM  
LAKE GENEVA CITY HALL; COUNCIL CHAMBERS (MAIN LEVEL)**

**Members:**

Chairperson - Joel Hoiland; Members - JaNelle Powers, Mary Jo Fesenmaier, Brian Smith and Cindy Yager.

**AGENDA**

1. Call to Order
2. Roll Call
3. Comments from the public limited to 5 minutes, limited to items on this agenda
4. Approval of the minutes from May 5, 2025
5. Review Personnel Committee (Updated) Action Plan 2025-2026
6. City Administrators Report
7. Discussion/Recommendation regarding proposed revisions to Municipal Code Sec. 2-49 (3): Personnel Committee Ordinance
8. Review Municipal Government Policy Manual: Chapter 2 – Organization & Administration
9. Future topics
10. Next Meeting Date: July 7, 2025 at 4:00 pm
11. Adjournment

*This is a meeting of the Personnel Committee. No official Council action will be taken; however, a quorum of the Council may be present.*

*Requests from persons with disabilities, who need assistance to participate in this meeting or hearing, should be made to the City Clerk's office in advance so the appropriate accommodations can be made.*



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**PUBLIC WORKS COMMITTEE  
MONDAY, JUNE 23, 2025 - 4:00 PM  
LAKE GENEVA CITY HALL; COUNCIL CHAMBERS (MAIN LEVEL)**

**Members:**

Chairperson - Cathy Stoodley; Members - JaNelle Powers, Mary Jo Fesenmaier, Linda Frame, and Joel Hoiland.

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**AGENDA AMENDED**

1. Call to Order
2. Roll Call
3. Comments from the public limited to 5 minutes, limited to items on this agenda
4. Approval of the minutes from May 27, 2025
5. **Staff Reports:**
  - a. **Director of Public Works Report**
  - b. **Street Superintendent Report**
  - c. Parking Manager Report
  - d. Engineer Report
6. Discussion regarding Winterfest Parking Dates (Fesenmaier/Parking)
7. Discussion/Recommendation regarding approval of Contract Change No. 1 to Wolf Paving for the 2025 Street Program for an increase of \$22,130.00 (Kapur)
8. Discussion regarding Stop Sign Warrant (Kapur)
9. Discussion/Recommendation regarding addition of RFB on Wells Street between Football Field and Badger High School (Kapur)
10. **Discussion/Recommendation to approve Kapur Task #40 Phase 1 Cemetery Roads/Drainage Improvements for \$51,852.00. (Kapur)**
11. Future Agenda Items
12. Adjournment

*No official Council action will be taken; however, a quorum of the Council may be present.  
Requests from persons with disabilities who need assistance to participate in this meeting should be made to the City Clerk's office in advance, so the appropriate accommodations can be made.*



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**PIERS, HARBORS, AND LAKEFRONT COMMITTEE  
TUESDAY, JUNE 10, 2025 - 5:00 PM  
LAKE GENEVA CITY HALL; COUNCIL CHAMBERS (MAIN LEVEL)**

**Members:**

Chairperson - Cindy Yager; Members - Sherri Ames, Linda Frame, Brian Smith and Cathy Stoodley.

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**AGENDA**

1. Call to Order
2. Roll Call
3. Comments from the public limited to 5 minutes, limited to items on this agenda
4. Approval of the minutes from May 13, 2025
5. Harbormaster Report
6. Discussion/Recommendation for Seawall Replacement Project Change Order 1
7. Discussion/Recommendation for Seawall Replacement Project Pay Application 1
8. Discussion/Update regarding the process to move forward with decisions on lagoon piers
9. Discussion/Recommendation regarding an ordinance change to allow rental of the unused dingy ramps at West End to persons on the Kayak rack wait lists
10. Discussion regarding process of reviewing/revising multiple ordinances
11. Future agenda items
12. Next meeting date and time: July 8, 2025 at 5:00 pm
13. Adjournment

*This is a meeting of the Piers, Harbors & Lakefront Committee.  
No official Council action will be taken; however, a quorum of the Council may be present.*

**CITY OF LAKE GENEVA PIERS, HARBORS, AND LAKEFRONT COMMITTEE  
MINUTES  
TUESDAY, MAY 13, 2025 - 5:00 PM  
LAKE GENEVA CITY HALL; COUNCIL CHAMBERS (MAIN LEVEL)**

**Members:** Chairperson - Cindy Yager; Members - Sherri Ames, Linda Frame, Brian Smith and Cathy Stoodley.

**Call to Order**

by Chairperson Yager at 4:01 pm.

**Roll Call**

Present: Cindy Yager, Sherri Ames, Linda Frame and Cathy Stoodley. Absent: Brian Smith. Others present: City Clerk Lacey L. Reynolds, Harbormaster Erick Nicia and other interested persons.

**Comments from the public limited to 5 minutes, limited to items on this agenda**

None.

**Approval of the minutes from April 8, 2025**

Motion by Ames to approve, second by Stoodley. Voice vote, approved, motion carried.

**Harbormaster Report**

Harbormaster Erick Nicia announced the week after memorial day his office hours will change. He will be in the office Tuesday 8:30-4:00, Thursday 1:00-4:00 and Friday 8:30-4:00. Boat launch fees have been increased in Williams Bay and Fontana and the Town of Linn is also looking into increasing fees. Pier rentals are complete, a few buoy rentals are still available and the waitlists are updated on the city website. Lagoon seawall construction is going well. Nicia also reviewed the Riviera Beach data.

**Discussion/Update regarding Gage Marine Beach Fence Repair/Replacement**

Harbormaster Nicia reported the Department of Public Works looked at the fence and said their department can complete the work on the fence. Alder Frame requested the fence be extended to 6 feet.

**Discussion/Recommendation regarding Lakefront Fee Schedule increases and additions**

Harbormaster Nicia explained the changes noted in red on the fee schedule, restrictions of the DNR and what is allowed. Discussion took place. Motion by Frame to approve, second by Stoodley. Voice vote, approved, motion carried.

**Discussion/Recommendation regarding Library issued Beach Passes**

Alder Yager and Harbormaster Nicia explained the library issued beach pass program. Motion by Ames to approve, second by Frame. Voice vote, approved, motion carried.

**Discussion/Recommendation regarding lagoon lessee's season launch pass**

Alder Yager explained the lagoon piers will most likely not go in this summer. Harbormaster Nicia reviewed the potential timeline for the lagoon dredging. Alder Yager explained this would be the last time offering this pass and asked what amount the committee was interested in charging. Motion by Frame to approve issuing lagoon lessee's season launch pass for free, second by Stoodley. Voice vote, approved, motion carried.

**Discussion/Update regarding lagoon and future timelines**

Alder Yager explained the current dredging task order only included a portion of the lagoon and did not include dredging the area under the bridge. Motion by Frame to suspend the rules for Mark Braden resident of the Towers

to speak, second by Ames. Voice vote, approved, motion carried. Braden shared his concerns regarding Towers pier taxation and the lagoon dredging. Discussion took place.

**Discussion/Recommendation regarding Covenant Harbor Boat Launch Fees**

Harbormaster Nicia explained the City normally donates boat launch passes to Covenant Harbor. The process has always been an internal process, but the Harbormaster wants it to be public and for the committee to approve the process and issuance each year. Motion by Ames to grant Covenant Harbor boat launch fees free of charge, second by Stoodley. Voice vote, approved, motion carried.

**Future Agenda Items**

Item 10 - Lagoon discussion will continue. Potential ordinance change for the dingy ramp rental, lights and a camera at the west end pier, potentially grandfathering boat lifts at the west end pier, adding a pier replacement fund for all the piers, Gage pier installation contract, Riviera rentals, handicap accessible beach options, pier A at the Riviera.

**Next Meeting Date and Time**

June 10, 2025 @ 5:00 pm.

**Adjournment**

Motion by Ames to adjourn, second by Stoodley. Voice vote, approved, motion carried. Adjourned at 6:01 pm.

Lacey L. Reynolds  
City Clerk



# Lake Geneva Utility Commission

## MUNICIPAL WATER AND WASTEWATER SERVICES

361 W Main Street  
P.O. Box 187  
Lake Geneva, WI 53147  
262-248-2311  
www.lgutilitycommission.com

Dennis Lyon – President  
Josh Gajewski – Utility Director  
Jeff Ecklund – Water Superintendent  
Ken Bauman – Wastewater Superintendent

### **LAKE GENEVA UTILITY COMMISSION MONDAY JUNE 16, 2025 4:00 PM COUNCIL CHAMBERS - CITY HALL, 626 GENEVA STREET**

#### Members:

President Dennis Lyon, Mayor Todd Krause, Alderperson Mary Jo Fesenmaier, Alderperson Brian Smith, City Administrator Dave De Angelis, Bill Binn, James Marquardt

### **AGENDA**

1. Call Meeting to Order
2. Roll Call
3. Comments from the public as allowed by Wis. Statutes §19.84 (2), limited to items on this agenda except for public hearing items. Comments will be limited to 5 minutes.
4. Approve Utility Commission Minutes from May 19, 2025, as prepared and distributed
5. Acknowledgement of Correspondence
6. Approval of May 2025 Financials
7. Approval of May 2025 Bills
8. Director's Report
9. Update on Utility Office wall mural proposal
10. Discussion/Action regarding the 2024 Compliance Maintenance Annual Report and Resolution 2025-03, a resolution approving the 2024 Compliance Maintenance Annual Report and submittal
11. Discussion/Action on WDNR Sanitary Survey report and Utility response
12. Discussion/Action on updated project timelines for the Center Street Tower Painting Project
13. Discussion/Action on updated construction and engineering costs, scope of work, and project limits for the Hwy 50 utility project
14. Adjourn



# Lake Geneva Utility Commission

## MUNICIPAL WATER AND WASTEWATER SERVICES

361 W Main Street  
P.O. Box 187  
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262-248-2311  
[www.lgutilitycommission.com](http://www.lgutilitycommission.com)

Dennis Lyon – President  
Josh Gajewski – Utility Director  
Jeff Ecklund – Water Superintendent  
Ken Bauman – Wastewater Superintendent

TO: Lake Geneva Utility Commission  
FROM: Josh Gajewski, Utility Director  
SUBJECT: June 2025 Director's Report

### OPERATIONS UPDATE

#### **WATER OPERATIONS**

The system-wide leak survey was completed in the week of June 2<sup>nd</sup>. Overall, three hydrants will require replacement, and one should be able to be rebuilt. Additionally, two private hydrants were leaking, and they will be addressed with the respective owners. A single service leak was found, located on the private side of the service, and it has already been repaired.

The Center St. tower paint project continues toward bidding, and the project is noticed on the June agenda for additional discussion.

#### **WASTEWATER OPERATIONS**

The punch list for the Big Foot Lift Station Forcemain Replacement Project was finalized last month and additional discussion has taken place with the contractor. Several revisions were made to the list, and we await a schedule for the contractor's return to complete the needed work.

A seal failure with a Big Foot Lift Station pump occurred in late May, which the Utility has had numerous issues with since the series of force main breaks took place in 2023. The pump has been rebuilt several times since, and the Staff is currently evaluating whether a full replacement is warranted. Additional updates will be provided to the Commission as more information becomes available.

#### **OFFICE & ADMINISTRATION**

Staff continued to work with engineering, as well as WisDOT for the upcoming Hwy 50 project. A formal update will be provided to the Commission at the June meeting, as we have reached plan submittal with WisDOT.

Second quarter meter reading is underway, and bills are scheduled to go out at the end of June. We have also continued to work with ABT and are set to have them start printing and mailing the bills for us.

Utility staff have recently worked with the City's Finance Department for Accounts Payable processing. At the City's request, the Utility's staff will be inputting information for invoices, as was done by the Utility years ago, while the Finance staff will continue to process the checks as has been done over the past 7 years.

Utility plans were submitted for Symphony Bay Phase 8 as part of the Development's PIP submitted. A detailed review will be performed, and it's anticipated the plans will be available at the July meeting for the potential issuance of an Owner Letter of Approval for the WDNR submittal.

## JUNE 2025 UTILITY COMMISSION AGENDA - BACKGROUND INFORMATION

### 9. UPDATE: WALL MURAL PROPOSAL

At the May meeting, staff presented a request to have a wall mural completed on an interior office wall at the Utility's main office. The Commission directed staff to contact Badger High School to present the opportunity for a student to complete it. Staff contacted the Art Department and were advised that the scope of the project was not suitable for a student to complete. They suggested that we reach out to a professional artist. Staff have contacted the artist originally proposed, requesting a rendering for further consideration by the Commission at an upcoming meeting.

**This item is an update only; no formal Commission action is requested currently.**

### 10. 2024 COMPLIANCE MAINTENANCE REPORT (CMAR) & RESOLUTION 2025-03

The CMAR is a statutory and WPDES permit-required report that is prepared annually by Staff. The CMAR serves as a self-evaluation tool to promote Owner awareness and responsibility for the wastewater collection and treatment system needs. It is also a method of evaluating the overall performance of wastewater collection and treatment operations, and it assesses the level of compliance with WPDES permit requirements. A copy of the draft report and associated Resolution are included in packets for Commission review. Staff will be present at the meeting to review and highlight the report.

**Action is recommended to approve the 2024 CMAR and Resolution 2025-03.**

### 11. WDNR SANITARY SURVEY REPORT & UTILITY RESPONSE

Every three years, the DNR performs an inspection of a municipal water system's facilities, operations, and records to ensure the delivery of safe and reliable drinking water. After the on-site inspection, DNR staff prepares a summary report, a copy of which is included in packets. There are four main sections of the report, Recommendations, Deficiencies, Significant Deficiencies, and Non-Conforming Features.

There were no Significant Deficiencies found during the inspection. The report outlines three Deficiencies and offers explanations for corrective actions of each item. Those items are relatively minor and will be corrected well within the required compliance dates. Two non-conforming items were noted during the inspection, which the Utility will need to address during the next associated replacement, or sooner, should the Utility choose to proactively correct the non-conformance. Additionally, four recommendations were provided by the DNR, which will assist the Utility during future project development and operational updates.

Staff plans to draft a formal response to the DNR by the July 19<sup>th</sup> deadline and will incorporate any directives outlined by the Commission during the June meeting.

**Input from the Commission regarding any portion of the Sanitary Survey report is welcomed, however, formal action is not required by the Commission currently.**

### 12. CENTER STREET TOWER PAINTING PROJECT

As part of the 2025 Water Utility budget, funding was allocated to repaint the Center Street Water Tower. Over recent months, we have employed a project consultant, began coordinating with the various tenants on the tower, and started developing a project manual to bid the project.

In recent weeks, Staff has come to realize that it may be a stretch to get the final coordination completed with the tenants, finalize the project documents, and to get the project bid and awarded without taking on a likely weather-related risk of the project not being completed before the end of the fall.

During recent coordination calls, the tenants have also voiced concern about relocating to temporary facilities for an extended period, should the painting be delayed this year due to the weather. At this time, Staff would recommend that the Center Street Tower Project continue with bidding to take place in late fall or early winter of 2025, and completion in the first half of 2026.

**Action is recommended for the Commission to delay the completion date of the Center Street Tower Paint Project until the summer of 2026 and reallocate the necessary project funding from the 2025 budget to the 2026 budget.**

### **13. HWY 50 UTILITY PROJECT**

The Utility has continued work with WisDOT, MSA, and City stakeholders to develop a plan set for the subject project area. To date, a final set of preliminary utility plans have been delivered to WisDOT for their review, along with an engineer's estimate of probable construction costs, a copy of which is included in packets for Commission review.

The Utility has been granted the option to incorporate project improvements within the scope of the WisDOT work. This option is likely to be advantageous for the Utility from a financial basis, from a timing and duration of work perspective, and it is anticipated to limit the overall disruption to residents and the downtown area.

While the limits of the project were understood to extend west to Forest St., it has been clarified that the paving limits will only extend just west of Pearson Dr. Utility improvements were planned to extend west along STH 50 to Forest St. and are also anticipated to extend beyond the WisDOT limits at the intersections of Forest St., Snake Rd., Lakeview Dr., Sky Lane Dr., and Elmwood Ave.

Any utility improvement planned for construction outside of the WisDOT limits and the associated restoration costs, will be borne on the Utility. A mark-up of areas outside the WisDOT limits is included in packets for review. Additionally, incorporating utility work into the WisDOT scope will require additional engineering services by WisDOT, which are also proposed as costs the Utility will be responsible for.

While the detail of the work continues to be refined, along with various related staging options, and the associated costs for the entire project, Staff believes it is advantageous to complete the work within the scope of the WisDOT project.

WisDOT is requesting a preliminary decision from the Utility regarding its desires for the incorporation of the utility improvements into the scope of their roadway project, for confirmation of the final scope of improvements within the project corridor, and the understanding that the costs for additional engineering services and restoration needs related to the utility work would be the responsibility of the Utility.

If the Commission agrees with Staff, WisDOT will draft a revision to the State-Municipal Financial Agreement (SMFA), which would be presented to the Commission and Council for additional consideration.

**Action is recommended to authorize Staff to work with WisDOT to draft a revised SMFA for future consideration by the Commission.**



City of Lake Geneva, 626 Geneva St, Lake Geneva, WI 53147- 262.248.3673- [www.cityoflakegeneva.gov](http://www.cityoflakegeneva.gov)

**TREE BOARD**  
**TUESDAY, APRIL 8, 2025 - 4:00 PM**  
**LAKE GENEVA CITY HALL; CONFERENCE ROOM 2A (UPPER LEVEL)**

**Members:**

President Candy Kirchberg, Alexander Leonard, Sonya Dailey, Alderperson Peg Esposito

**AGENDA**

1. Call to Order
2. Roll Call
3. Approval of the minutes from March 11, 2025
4. Comments from the public limited to 5 minutes, limited to items on this agenda
5. Arborist Report: Jon Foster
6. Discussion regarding Arbor Day - April 25, 2025 10:00 am
7. Discussion regarding HWY 50 resurfacing wishlist
8. Discussion regarding Education Seminars at the Museum - Tuesday's at 2
9. Discussion regarding BID followup
10. Next Meeting Date & Time
11. Adjournment

*A quorum of the Council may be present; however, no official Council action will be taken.  
Requests from persons with disabilities who need assistance to participate in this meeting should be made to the City Clerk's  
office in advance so that the appropriate accommodations can be made.*



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**POLICE AND FIRE COMMISSION MEETING  
THURSDAY JUNE 5, 2025– 4:00 P.M.  
CITY HALL, COUNCIL CHAMBERS**

**Members**

Commissioners: Spyro Condos, Jay Fairbanks, Len Jegerski, Tom Clausen and Emily Soley-Johnson  
Police and Fire Liaison Alderman Hoiland, Town of Geneva Fire Liaison Scott Williams, Town of Linn Fire Liaison Jim Livingston

**AGENDA**

1. Call meeting to order
2. Pledge of Allegiance
3. Roll Call
4. 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
5. Acknowledge Correspondence
6. City Council Report
7. Approval of the Regular meeting minutes of May 8, 2025
8. Fire Department Business
  - a. Discussion/Action - Approval of bills for the month of May 2025, operating in the amount of \$433,437.34, Equipment Replacement purchases in the amount of \$1,995.84, for a total of \$435,433.18
  - b. Discussion – EMS Medical Billing/Stark Medical Billing
  - c. Discussion – Monthly Chief’s Update and Fire Department Report Overview
  - d. Discussion/Action – Approval of Lexipol Policy
    - 1033 Temporary Modified – Duty Assignments
  - e. Discussion/Action – Approval of hiring FF/EMT Matthew Lacher, pending background and medical examination.
  - f. Discussion/Action- Accept letter of resignation from Gianna Hernandez
  - g. Discussion/Action – Thank you notes
    - Woods School 2<sup>nd</sup> grade
    - Jeanie Newsome
  - h. Discussion/Action - Items to be forwarded to City Council
9. Police Department Business
  - a. Discussion/Action - Approval of bills for the month of May 2025, operating in the amount of \$458,379.43, Equipment Replacement purchases in the amount of \$23,105.50, for a total of \$481,484.93

- b. Discussion/Action – Accept letter of resignation from Officer Cody Worth
- c. Discussion/Action – Approve estimate with Neal Aspinall Design for Department Seal and Challenge Coin
- d. Discussion – 2024 Lexipol Connect Gold Standard Recognition
- e. Discussion - Chief’s Report (briefing only – no action will be taken)
- f. Discussion - Top Five Monthly Incidents
- g. Discussion – Monthly activity reports -
 

2025 Dispatch activity for May 2025:	Telephone calls – 2,597	911 calls – 242	Window assists – 966
2024 Dispatch activity for May 2024:	Telephone calls – 2,609	911 calls – 241	Window assists – 960
2025 Patrol activity for May 2025:	Calls for Service – 2,475	Arrests - 282	
2024 Patrol activity for May 2024:	Calls for Service – 2,247	Arrests - 205	
- h. Discussion/Action – Thank you notes
  - Don and Jeanie Newsome-3<sup>rd</sup> shift Crew
- i. Discussion/Action – Items to be forwarded to City Council

- 10. Motion to go into closed session per Wisconsin State Statute 19.85(1)(e), Deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specific public business, whenever competitive or bargaining reasons require a closed session specifically:  
Police Department - Lake Geneva School Resource Officer Memorandum of Understanding
- 11. Motion to return to open session pursuant to Wisconsin State Statute 19.85(2) and take action on any items discussed in closed session.
- 12. Adjourn

A quorum of the City Council may be present to gather information; however, no formal Council action will be taken.  
cc: Commission Members, Mayor, Council, Administrator, Attorney



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**PLAN COMMISSION  
MONDAY, JUNE 16, 2025 - 6:00 PM  
COUNCIL CHAMBERS, CITY HALL**

**Members:**

Chair - Mayor Todd Krause; Alderperson Joel Hoiland, Commissioners: John Gibbs, Doug Skates, Jeremy Nafziger, Kyle Cary, and Ann Esarco

**Watch this meeting on the City of Lake Geneva's live stream:**

<https://cityoflakegeneva.gov/319/City-Meetings-Video-Stream>

**AGENDA**

1. Call to Order
2. Roll Call
3. Approve Minutes of the May 19, 2025, Plan Commission meeting as distributed
4. 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 five (5) minutes.
5. Acknowledgment of Correspondence
6. Public Participation Plan
  - a. Discussion/Action on Resolution PC-024 to approve the Public Participation Plan for the Annual Comprehensive Plan Amendment Process.
7. Public Hearing, Review, and Recommendation – **Glen and Sandra Wegner**
  - a. Public Hearing for a Conditional Use – application filed by Glen and Sandra Wegner, 708 Madison Street, Lake Geneva, WI, to allow for construction of a second garage and to exceed the one thousand (1,000) square foot total accessory building coverage allowance on the property located at 708 Madison Street, Tax Key No. ZCL00059.
  - b. Discussion/Action on Resolution PC-021 for a Conditional Use – application filed by Glen and Sandra Wegner, 708 Madison Street, Lake Geneva, WI, to allow for construction of a second garage and to exceed the one thousand (1,000) square foot total accessory building coverage allowance on the property located at 708 Madison Street, Tax Key No. ZCL00059.
8. Public Hearing, Review, and Recommendation – **Katie Coderre**
  - a. Public Hearing for a Conditional Use – application filed by Katie Coderre, 2125 Hagen Lane, Flossmoor, IL, to allow for construction of a single family dwelling zoned ER-1 in compliance with the SR-4 zoning district requirements, located at 1624 N Lake Shore

Drive, Tax Key No. ZLM00037.

- b. Discussion/Action on Resolution PC-022 for a Conditional Use – application filed by Katie Coderre, 2125 Hagen Lane, Flossmoor, IL, to allow for construction of a single family dwelling zoned ER-1 in compliance with the SR-4 zoning district requirements, located at 1624 N Lake Shore Drive, Tax Key No. ZLM00037.

**9. Public Hearing, Review, and Recommendation – Building & Zoning Department**

- a. Public Hearing for a Zoning Code Text Amendment pertaining to the following sections of the Zoning Code:

98-405 Intrusions into required yards

98-206 Detailed land use descriptions and regulations

Figure 98-811(3) Miscellaneous sign group

98-932 Zoning Administrator

- b. Discussion/Action on Resolution PC 023 for a Zoning Code Text Amendment pertaining to the following sections of the Zoning Code:

98-405 Intrusions into required yards

98-206 Detailed land use descriptions and regulations

Figure 98-811(3) Miscellaneous sign group

98-932 Zoning Administrator

**10. Old Business**

**11. Adjournment**

*A quorum of the Council may be present; however, no official Council action will be taken.  
Requests from persons with disabilities who need assistance to participate in this meeting should be made to the City Clerk's office in advance so that the appropriate accommodations can be made.*



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**BOARD OF PARK COMMISSIONERS  
TUESDAY, JUNE 17, 2025 - 6:30 PM  
LAKE GENEVA CITY HALL; CONFERENCE ROOM 2A (UPPER LEVEL)**

**Members:**

President - Adam St. Marie; Members - David Quickel, Peggy Schneider, Dana Furlo, Julie Mulligan, Craig Lambrecht and Jessica Pokorny. Council Liaisons - Alderperson Cindy Yager and Mayor Todd Krause

**AGENDA**

1. Call to Order
2. Roll Call
3. Approval of the Park Board Minutes from May 20, 2025
4. Discussion of Tree Board Minutes
5. Discussion of Avian Minutes
6. 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
7. Discussion regarding Vet's Park Baseball Field Naming (continued)
8. Update regarding YMCA Programming
9. Discussion/Update regarding Vet's Park Playground
10. Discussion/Update and Action regarding Native Plantings Design
11. Discussion/Action regarding Central Dennison Used Equipment Purchase
12. Discussion/Update and Action regarding the Tennis and Pickleball Courts for Maple Park and Dunn Park
13. Next Meeting Date & Time
14. Adjournment

*A quorum of the Council may be present; however, no official Council action will be taken.  
Requests from persons with disabilities who need assistance to participate in this meeting should be made to the City Clerk's office in advance so that the appropriate accommodations can be made.*

## Board of Park Commissioners Minutes

Tuesday, May 20, 2025

City Hall, Meeting Room 2A

1. **Call to order:** Meeting was called to order by President Adam St. Marie at 6:30 p.m.
2. **Roll Call:** Present: Adam St. Marie, Peggy Schneider, Dana Furlo, Julie Mulligan, Alderperson Cindy Yager  
Absent: Craig Lambrecht, Jessica Pokorny, Mayor Todd Krause
3. **Approval of Park Board Minutes from April 08, 2025**  
Motion to approve by Adam with the correction on agenda item 11 to change PRF to RFP.  
2<sup>nd</sup> by Dana Furlo; Motion carries
4. **Discussion of Tree Board Minutes**  
Meeting canceled- No minutes
5. **Discussion of Avian Minutes**  
No minutes  
Alderperson Yager reported that she attended the Migratory Bird presentation on 5/17/2025 at the library. UW-Madison presenter discussed global warming and it's effect on bird migration.
6. **Comments from the Public**  
Larry Happ, from the Hillmoor Commission introduce himself and reported his wife attended the Migratory Bird presentation.  
Ben Spoden introduced himself as a local Arborist.  
**Motion to move agenda item 10 to 7 by Adam St. Marie**  
2<sup>nd</sup> by Dana Firlo; Motion carries
7. **Discussion regarding Vet's Park Baseball Field Naming (continued from 04/08/2025)**  
Mike Coolidge provided brief history of baseball in Lake Geneva.  
Mike shared the names of people the fields would be named after:  
Wayne Vorpapel  
Ed Greever  
Nick Anagnas  
Dave Quickel  
John Swanson  
He will be sharing a sample of what the sign may look like in the future.  
Discussion about uniformity of signs, and donation information.  
**Motion to move agenda item 14 to 8 by Adam St. Marie**

2<sup>nd</sup> by Dana Furlo; Motion carries

**8. Discussion/ Action regarding approval of the YMCA Programming Contract with amended wording**

Motion to accept amended wording in the programming contract by Adam St. Marie

2<sup>nd</sup> by Dana Furlo; Motion carries

**9. Review of City Ordinances pertaining to the Board of Park Commissioners**

Discussion about terms and budget. Roles may change after Park Director is hired.

**10. Annual Election of Officers**

**A) Chair**

Peggy Schneider nominated Adam St. Marie to continue as President of the Board of Park Commissioners

2<sup>nd</sup> by Dana Furlo; Motion carries

**B) Secretary**

Adam St. Marie nominated Peggy Schneider to continue as secretary

2<sup>nd</sup> by Dave Quickel; Motion carries

**11. Review and discussion of Parks Budget**

Discussion about line item for equipment maintain/ replace/ upgrade. Who created the budget?

Hillmoor is currently not a park.

Recommend to continue this discussion to next month.

**12. Discussion/ Update regarding Vet's Park Playground**

Adam and Peggy met with Kompan about accessibility and are awaiting the updates from Kompan.

**13. Discussion/ Update and Action regarding Park Row Plantings Design**

Julie and Dana shared that the current proposed site is a large area. The budgeted amount would only cover a small area. Planting areas benefit from a nice backdrop. Discussed other possible locations such as Hillmoor or the Sailboats.

Motion to continue this item to next month by Adam St. Marie

2<sup>nd</sup> by Dana Furlo; Motion carries

**14. Discussion/ Update and Action regarding the Tennis and Pickleball Courts of Maple Park and Dunn Park**

Previous proposal about resurfacing and painting is currently on hold.

Motion to keep Maple Park two tennis courts and move forward with the resurfacing made by Adam St. Marie

2<sup>nd</sup> by Dana Furlo; Motion carries

Motion to ask City Engineer to determine how many Pickleball Courts can be put at Dunn Field's tennis courts by Peggy Schneider

2<sup>nd</sup> by Dana Furlo; Motion carries

**15. Future Agenda Items**

- Native Plantings
- 2025 Budget Discussion
- YMCA Field Naming Update
- Vet's Park Playground Update

**16. Next Meeting Date & Time**

June 17, 2025 at 6:30 in Room 2A

**17. Adjournment**

Motion to adjourn at 8:15 by Adam St. Marie  
2<sup>nd</sup> by Dave Quickel; Motion carries

Respectfully submitted by Peggy Schneider



# LAKE GENEVA PUBLIC LIBRARY

## Library Strategic Planning Committee Meeting

Date: Thursday, June 5, 2025  
Time: 3:00 p.m.  
Place: Lake Geneva Public Library  
Smith Meeting Room  
918 W Main Street  
Lake Geneva, WI 53147

Board  
Members: Chris Brookes (Chair), Dennis Lyon, Larry Kundert, Jill Rodriguez, Nick Vorpapel,  
Lori Hartz

Library  
Director: Emily Kornak

## AGENDA

1. Call to order (Brookes)
2. Roll call and introduction of guests
3. Overview of upcoming Strategic Planning Committee activities/library needs
  - a. Strategic planning and anniversary committee activity overview
  - b. Upcoming SMR renovation
  - c. Planning for west end renovation
  - d. Planning for Hwy 50 construction in 2027-2028
  - e. Outreach initiatives
  - f. City residents and library card sign up
4. Items for the next meeting agenda
5. Adjournment



# LAKE GENEVA PUBLIC LIBRARY

## Library Board Meeting

Date: Thursday, June 12, 2025  
Time: 3:30 p.m.  
Place: Lake Geneva Public Library  
Smith Meeting Room  
918 W Main Street  
Lake Geneva, WI 53147

## Board Members

Dennis Lyon, President  
Lynelle Gramm, Vice President  
Larry Kundert, Financial Secretary / Treasurer  
Sherri Ames  
Chris Brookes  
Barb Dinan  
Jill Rodriguez

Lori Hartz  
Wen-D Kersten  
Mardi Pennington  
Nick Vorpapel

Library Director: Emily Kornak

## AMENDED AGENDA

1. Call to order (Lyon)
2. Roll call; introduction of guests and new board members
3. Review and approval of previous meeting minutes
4. Public comment: maximum of 5 minutes per speaker, limited to items on this agenda
5. Finance, Building, & Grounds Committee report (Kundert)
  - a. Building and grounds report:
    - i. Mural proposal from Lake Geneva BID (Alexandria Binanti, Daniel Broughan)
  - b. Review and approval of the previous month's invoices
  - c. Investment/donations report
  - d. Budgeting update
    - i. Request for summer shelver (City pay grade 45, Step 1) for 10 hrs/week for up to 12 weeks from start date
6. Library and IMLS advocacy initiatives (Ward-Packard)
7. President's report (Lyon)
  - a. Continuing education: Trustee Essentials Sections 1 & 2, discussion questions (TE2-4)



# LAKE GENEVA PUBLIC LIBRARY

- b. Discussion item: future library parking options
- 8. Director's report (Kornak)
  - a. Discussion item: incoming bookmobile/van: storage, wrap, supplies, collection update
  - b. Discussion item: potential proposal to Stinebrink's Piggly Wiggly for renting space in store for mini branch library - rental fee, hours, space usage (collection vs programs and services offered), and funding sources
  - c. Director and staff reports
- 9. Committee updates
  - a. Personnel (Rodriguez)
    - i. Committee report
    - ii. Motion to go into closed session pursuant to Wis. State. 19.85(1)(c) for the purposes of considering employment, promotion, compensation, or performance evaluation data of any public employee over which the governmental body has jurisdiction or exercises responsibility regarding: Library Director
    - iii. Motion to return to open session pursuant to Wisconsin Statutes 19.85(2) and take action on any items discussed in closed session.
  - b. Strategic Planning (Brookes)
    - i. Committee report, next meeting in September (will meet quarterly)
- 10. Friends of the LGPL report (Brookes)
- 11. City report (Ames)
- 12. School board report (Dinan)
- 13. Adjournment

**LAKE GENEVA HISTORIC PRESERVATION COMMISSION**  
**MEETING AGENDA**  
**JUNE 10, 2025 – 7:00 P.M.**  
**LAKE GENEVA CITY HALL,**  
**626 GENEVA STREET, LAKE GENEVA, WI 53147**

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1. Meeting Called to Order
2. Roll Call
3. Approval of minutes: Review and approval of the minutes from the May 13, 2025, *Lake Geneva Historic Preservation Commission Meeting*.
4. Comments from the public and correspondence.
5. Reports on the *Geneva Lake Museum* upcoming events, including “*Tuesdays @ Two*” programs and the *Maple Park Homeowners’ Association* and updates on the regulation of short-term rentals in the *Maple Park Historic District*.
6. Updates regarding *Black Point Estate & Gardens*, *Horticultural Hall*, and *Historic Lake Geneva Walking Tours*, including *Black Point* programs at the Lake Geneva Public Library and Badger High School and potential special events this year at the *Black Point Estate* to commemorate Conrad Seipp’s 200th birthday and the 20<sup>th</sup> anniversary of the dedication as a State Historic Site.
7. Updates on events at *The Riviera*, at the *1928 Geneva Theater / Geneva Stage*, or local news items relating to the *Lake Geneva Historic Preservation Commission*.
8. Discussion, nominations, and election of Chairperson and Secretary for the Lake Geneva Historic Preservation Commission.
9. Review of the current *2025 Lake Geneva Historic Preservation Commission City Budget* and recent bills, invoices, and payments.
10. Discussion and comments regarding recent building / remodeling projects within *National & State Historic Districts*, including repair / replacement of windows at Oak Hill Cemetery office, the remodeling of the *Edie Boutique*, and the *Eduard Babayev’s New House at 833 Wisconsin Street*.
11. Update regarding the *Hillmoor Archaeological Site Survey* and the *Hillmoor Commission* and the status of the grant for the proposed new *Intensive Historic Survey of Lake Geneva*.
12. Discussion regarding the *City of Lake Geneva Chapter 34 - Historic Preservation Ordinance*, creation of a new *Local Historic Landmark Application Form*, and the status of nomination applications for buildings such as the *Lake Geneva Public Library* and *The Riviera* as *Local Historic Landmarks*.

13. Ongoing discussion regarding the repair and/or replacement of any of the existing historic plaques and signs by Jim Sherin at *Timberline Signs*, the proposed new *Haskins / Crawford* historical sign, the *Lake Geneva Sanitariums* sign, and a potential *Old Mill Pond* historic sign in conjunction with the *Lake Geneva Beautification Committee*.
14. Update regarding the status of the *Three Graces* statue and the 3-D scan of the *Three Graces* statue in Allerton Park in Monticello, Illinois, the latest City funding information, and the future plans and options for repair and/or replacement of the *Three Graces* statue.
15. Review of recent *Historic Plaque Program* applications, including plaque at 1205 Dodge Street by Rose Fritz, the cost of plaques from *Timberline Signs* at \$300.68 each (*including sales tax*), application forms, and ongoing updating the list of past plaque recipients.
16. Discussion regarding new projects for the *LGHPC*, updates regarding the status of our website [www.historyoflakegeneva.org](http://www.historyoflakegeneva.org), who to contact at City Hall regarding reactivation and website revisions, and discussion with Jeff Miskie. *Also review of potential options for printing new copies of our Historic Walking Tour booklets.*
17. Update on the status of the *I-phone app* and *Android app* for *A Historic Lake Geneva Walking Tour*, including who to contact regarding reactivation of *I-phone* and *Android* apps, and discussion on how to better promote the apps.
18. Discussion regarding any new correspondence from Stephanie Klett and Deanna Goodwin at *Visit Lake Geneva / Lake Geneva Chamber of Commerce* on how the *LGHPC* can help promote tourism in Lake Geneva and better publicize our role in the community.
19. Update on any new information from Jason Tish at the *Wisconsin Historical Society*, *National Trust for Historic Preservation*, the *Society of Architectural Historians*, and the *Wisconsin Association of Historic Preservation Commissions*.
20. Adjournment

***THE NEXT LAKE GENEVA HISTORIC PRESERVATION COMMISSION  
MEETING WILL BE AT CITY HALL @ 7:00 P.M.  
ON TUESDAY, JULY 8, 2025.***

## Lake Geneva Historic Preservation Commission Meeting Minutes

May 13, 2025 - 7:00 P.M. at Lake Geneva City Hall

President Ken Etten called the meeting to order at 7:00 p.m. Lake Geneva City Hall

Present: Ken Etten, Louise Rayppy, Chris Brookes, Grace Hanny, Sonja Akright, Emily Hummel.

Absent: John Halverson, Guest: Peg Esposito. Ja Nelle Powers, Our new City Council Representative.

Approval of minutes: Review and approval of the minutes from the April 8, 2025, Lake Geneva Historic Preservation Commission Meeting.

Comments from the public and correspondence. None

Reports on the Geneva Lake Museum upcoming events, including "Tuesdays @ Two" programs and the Maple Park Homeowners' Association and updates on the regulation of short-term rentals in the Maple Park Historic District. "Tuesdays @ Two" -- Frank Lloyd Wright and The Geneva Hotel. Summer Evening Program -- June 10th @ 6:00 p.m. Pizza Palooza! Fundraiser for Geneva Lake Museum, Tuesday, June 17, 2025. Next Door Pub Lakeside (Lake Como). Military Room -- Funding goal \$50,000 -- 50 percent of goal has been received in donations. Maple Park Board busy planning summer events.

Updates regarding Black Point Estate & Gardens, Horticultural Hall, and Historic Lake Geneva Walking Tours, including Black Point programs at the Lake Geneva Public Library and Badger High School and potential special events this year at the Black Point Estate to commemorate Conrad Seipp's 200th birthday and the 20th Anniversary of the dedication as a State Historic Site. Remarkable Women at Geneva Lake, the event was a huge success. Summer Series for June: Beer Barons of Lake Geneva -- June 14th, An Evening with Agatha Christie -- June 21. Nooks and Crannies Tour -- June 5.

Updates on events at The Riviera, at the 1928 Geneva Theater / Geneva Stage, or local news items relating to the Lake Geneva Historic Preservation Commission. Geneva Stage: Alice in Wonderland -- May 15 at 7:00 P.M.

Review of recent bills and invoices, updates on the remaining balance in the Lake Geneva Historic Preservation Commission 2024 City Budget and our current 2025 LGHPC City Budget. The current balance is \$16,644.65. We received our money back from Archaeology services, and Historical Grant-- 1st payment, City Council approved rolling over the \$8,200.00 remaining from our 2024 budget into our 2025 budget.

Discussion and comments regarding recent building / remodeling projects within National & State Historic Districts, including report by Chris Brookes on the Wisconsin Association of Historic Preservation Commissions (WAHPC) convention, and updates on status of the remodeling of the Edie Boutique and the Eduard Babayev's New House at 833 Wisconsin Street. We renewed our membership in the WAHPC. Chris attended the convention, which was attended by 25 people. She had following comments: new ordinance - house has to blend with neighbor's. Why do we want to landmark - for protection. Can install solar panels on historic houses, because government said you can - but it has to blend in. Edie Boutique has been approved both by the city and us. New House at 833 Wisconsin still working on it.

Update regarding the Hillmoor Archaeological Site Survey and the Hillmoor Commission and the status of the grant for the proposed new Intensive Historic Survey of Lake Geneva. Ken went on a walk around Hillmoor. Need website, so people can make comments about Hillmoor.

Discussion regarding the City of Lake Geneva Chapter 34 - Historic Preservation Ordinance, creation of a new Local Historic Landmark Application Form, and the status of nomination applications for buildings such as the Lake Geneva Public Library and The Riviera as Local Historic Landmarks. Final copy of ordinance, thanks to Ken and Dan Draper. Four pages of application -- pamphlet almost done.

Discussion regarding potential memorial to honor past LGHPC member Patrick Quinn. He was very interested in the restoration of the Three Graces statue, we can have his name included in the restoration or something involving the Library.

Discussion regarding the repair and/or replacement of any of the existing historic plaques and signs by Jim Sherin at Timberline Signs, the proposed new Haskins / Crawford historical sign, the Lake Geneva Sanitariums sign, and a potential Old Mill Pond historic sign in conjunction with the L. G. Beautification Committee. Layout of Sanitariums sign will be ready next month, will cost \$2,300.

Update regarding the status of the Three Graces statue, the latest City funding information, and the future plans for repair and/or replacement of the Three Graces statue based upon the existing Three Sisters statue in Allerton Park in Monticello, Illinois. Motion approved to pay \$2,500 for the 3-D scan.

Review of recent Historic Plaque Program applications and the cost of plaques from Timberline Signs at \$258.48 each (including sales tax), application forms, and ongoing updating the list of past plaque recipients. No new information.

Discussion regarding new projects for the LGHPC, updates regarding the status of our website [www.historyoflakegeneva.org](http://www.historyoflakegeneva.org), who to contact at City Hall regarding reactivation and website revisions, and discussion with Jeff Miskie. Also review of potential options for printing new copies of our Historic Walking Tour booklets. Website - posting website - Jeff Miskie, who is posting website, then he can help. Walking Tour booklets -- if the digital file is found, Then Graphics can print 500 booklets for \$2250, 1000 booklets for \$2650.

Update on the status of the I-phone app and Android app for A Historic Lake Geneva Walking Tour, including who to contact regarding reactivation of I-phone and Android apps, and discussion on how to better promote the apps. No new information.

Discussion regarding any new correspondence from Stephanie Klett and Deanna Goodwin at Visit Lake Geneva / Lake Geneva Chamber of Commerce on how the LGHPC can help promote tourism in Lake Geneva and better publicize our role in the community. No new information.

Update on any new information from Jason Tish at the Wisconsin Historical Society, National Trust for Historic Preservation, the Society of Architectural Historians, and the Wisconsin Association of Historic Preservation Commissions. John Noyes having a tour -- Society of Architectural Historians.

Meeting adjourned at 8:07 P.M.

Respectfully submitted, Louise M. Rayppy



City of Lake Geneva, 626 Geneva St, Lake Geneva, WI 53147- 262.248.3673- www.cityoflakegeneva.gov

**AVIAN COMMITTEE  
TUESDAY, JUNE 3, 2025 - 6:00 PM  
LAKE GENEVA CITY HALL; CONFERENCE ROOM 2A (UPPER LEVEL)**

**Members:**

President - Sarah McConnell; Members - Beverly Leonard, Jill Rodriguez, Karen Gallo, Victoria Ross, Kelley Happ, and Alderperson - JaNelle Powers

**AGENDA**

1. Call to Order
2. Roll Call
3. Comments from the public limited to 5 minutes, limited to items on this agenda
4. Approval of the minutes from May 13, 2025
5. 2025 Financial Review and Budget Update
6. Update regarding the hotel birding backpacks
7. Discussion/Update regarding climate change topics
  - a. EV Chargers in Lake Geneva
8. Updates regarding the Purple Martin House
9. Discussion/Action regarding Swift Night Out plans
10. Next Meeting Date & Time
11. Future Agenda Items
12. Adjournment

*A quorum of the Council may be present; however, no official Council action will be taken.  
Requests from persons with disabilities who need assistance to participate in this meeting should be made to the City Clerk's office in advance so that the appropriate accommodations can be made.*

# **City of Lake Geneva Avian Committee Meeting Minutes**

## **Tuesday, May 13, 2025 6:00 P.M.**

### **City Council Conference Room 2A**

**1. Call to Order:** 6:00 PM by Sarah McConnell

**2. Roll Call. The following members were present:** Sarah McConnell, Jill Rodriguez, Kelley Happ, Karen Gallo, Victoria Ross, Beverly Leonard and Alderperson JaNelle Powers.

#### **3. Approval of Avian Committee meeting minutes**

Rodriguez made a motion to approve the minutes from the April 8 meeting, seconded by Ross and passed.

#### **4. Visitors and Comments from the Public:**

Betty Volquardsen, our new member-to-be and Alderperson Cindy Yager were in attendance. Volquardsen is waiting for official appointment by the Mayor and Council.

#### **5. Annual Election of Officers**

Sarah McConnell was re-elected as president, following a motion by Rodriguez and seconded by Happ. Kelley Happ was re-elected as secretary; votes were unanimous.

#### **6. Review of City Ordinances pertaining to the Avian Committee**

The Committee agreed to change the reference on International Migratory Bird Day programs to take out the specific date of May 17 and replace with “celebrate the event annually.” We committed to being a Bird City member every year. We also agreed to review this ordinance annually.

The Avian Committee would also like to pursue the goal of making Lake Geneva a Dark Skies community. Alderperson Powers suggested that we work with the Planning and Zoning Committee. Also, she suggested we present the concept at the COW meeting on June 2. Happ agreed to get information on Dark Skies; Ross agreed to present it at the COW meeting. McConnell will send a brief plan to Alderperson Fesenmaier before the committee meeting.

#### **7. Update from City Council**

Alderperson Powers reported that there is a new appointment to the Cemetery Board and ongoing talks about the dredging project. Yager further commented that the Piers and Harbors Committee is still discussing the dredging project: the Geneva Lake Level Association is concerned about a complete inspection of the dam, which has not been done in years. The GLLA, in conjunction with other communities around the lake may help pay for this. The city’s dredging plan will be on hold until more is decided, possibly this fall and the city’s piers will not be installed at this time.

Yager reported that the city has officially hired our interim administrator, Dave DeAngeles, to the position of City Administrator. He has been working as the interim for the past year but will officially start May 31.

A short discussion of the “Pink the Lake” breast cancer fundraiser followed, with a question about the planned route and if it is along the lakefront, do they have permission use private property. Powers will follow up. Permits were issued for other events in the city this summer.

#### **8. Budget Update and 2025 Financial Review:**

Rodriguez reported there will be a bill for printing the birding backpack inserts. Other upcoming expenses will include printouts, art supplies and incidentals for the May 17 event and straw for the Martin houses.

#### **9. Birdwatching Backpacks for the City of Lake Geneva**

Rodriguez is finalizing printed materials and has requested help in assembling 10 birdwatching backpacks – tentative plan are to meet next week. There are two confirmed requests for backpacks -The Cove and The

Lodge - also VISIT Lake Geneva was interested. She suggested meeting with managers of other hotels when we have the product to display. These packs will be limited to hotels in the Lake Geneva area.

## **9. Climate Change Topics and Updates**

- **World Migratory Bird Day Activities**

The Avian Committee will host a special World Migratory Bird Day speaker in the Smith Reading Room from 10:30 am to 12:30 pm on Saturday, May 17 at the library - Ross confirmed that we are all set to go. McConnell will welcome the guests and make the introduction. Volquardsen will speak about backyard plants that benefit birds. Library staff will read a book to children either outside if weather permits or inside. There will be bird houses for children to paint, as well as snacks. Leonard and Gallo will give tours of the bird houses if weather permits. Happ will photograph the event.

- **EV Chargers**

No updates. The new Administrator and/or the Plan Commission may work on this issue.

- Alliant Energy (Wisconsin Power and Light) is aware of our Swift Night Out annual event and will accommodate our plans as they expand services next to the Geneva Lake Museum

## **10. Purple Martin House Update**

The Purple Martins have arrived and are busy building nests with twigs and mud. Some sparrows are also beginning to eye the houses for their nests, and our house watch volunteers are prepared to remove sparrow nests if necessary.

## **11. Next Meeting:**

The Avian Committee agreed that their next meeting will be moved one week earlier than usual because of members' busy schedules. The meeting will be held on **Tuesday June 3 at 6 pm in Conference Room 2 A**. In addition, Yager announced the date of Wednesday, August 6 for the Committee's annual boat party.

## **12. Future Agenda Items**

- Update from City Council
- Budget Update
- Hotel Birding Backpacks Update
- Climate Change Topics/Updates
  - EV Chargers in Lake Geneva
- Purple Martin House updates
- Swift Night Out plans
- Other
- Next meeting Date and Time

## **12: Adjournment:**

Happ moved to adjourn, seconded by Ross and approved. Meeting adjourned at 7:25 p.m.

Respectfully submitted, 5/21/2025  
Kelley Happ



## LAKE GENEVA TOURISM COMMISSION

Monday, June 9, 2025 - 4:00 PM

Lake Geneva City Hall; Council Chambers

### Members:

Chairperson - Brian Waspi; Members - Shelley Rowell, Troy Migut, Zakia Pirzada, Alderperson Fesenmaier and Alderperson Frame; Ex-Officio Members - Mayor Todd Krause, Comptroller Laura Pisarcik and VISIT Lake Geneva President Stephanie Klett

### AGENDA

1. Call to Order
2. Roll Call
3. Comments from the public limited to 5 minutes, limited to items on this agenda
4. Approval of the May 12, 2025, Tourism Commission minutes
5. Update from Heather Jones (Independent Contractor for Tourism Commission) Meet at the Lake Promotional Activity
6. Update from Tourism Entity (VISIT Lake Geneva) on Promotional Activity, Calendar, and Hotel performance
7. Update from Lake Geneva Business Improvement District (events and mission)
8. Update from the YMCA rearding Work at Vets Park
9. Written financial update regarding Room Tax Dollars Collected, Financials, current Budget & Disbursements, list of outstanding (unpaid) tourism grants awarded
10. Discussion/Action on Tourism Promotional Grant Program and Requests: **Maximum ten (10) minute presentation per request:**
  - a. "Jazz by the Lake" Featuring -Midwest Young Artists; Fred Gahl
  - b. Women's Weekend 2025-The Adventure Begins Here; Geneva Lake Women's Association (GLWA)
  - c. Sylph, A contemporary Ballet; Dawn Springer Dance Projects
11. Final Event Evaluations from organizations receiving Tourism Grants
  - a. Winterfest Ice Sculpture Walk 2025; VISIT Lake Geneva (continued from May meeting)



TOURISM COMMISSION MINUTES  
Monday, May 12, 2025  
COUNCIL CHAMBERS, CITY HALL

Meeting was called to order by Chair Waspi at 4:00 p.m.

**Roll Call**

**Present:** Chair Brian Waspi, Vice Chair Zakia Pirzada, Alderman Fesenmaier, Alderman Frame, Troy Migut, Shelley Rowell; Mayor Krause (Ex-Off), Stephanie Klett (Ex-Off)

**Absent:** Comptroller Laura Pisarcik (Ex-Off).

**Comments from the Public limited to 5 minutes, limited to items on the agenda:**

Rob Ireland, spoke on Item #14b, with suggestions for more clarity in the grant process especially for any proposed criteria to be added to the grant application. He said there is a misconception that just visiting (versus staying overnight) can build awareness of the destination and influence whether tourists return and book accommodations. Rob insisted there really is no distinction between the City and outside the City especially with some venues like Taco Fest. If a point scale is used in the future, he thought it could be targeted, including whether the event is a non-profit or partners with a non-profit or hotel, expertise in the marketing field, etc.

Chris Buttleman, also spoke on Item #14 b. Criteria or Guidelines for Grant Awards, with a concern that limiting grants to just the first three years could be problematic because of the length of time it takes to deeply build an event with return attendees.

**Approval of Tourism Commission minutes from April 14, 2025**

*Motion by Pirzada, second by Frame, to approve the minutes from April 14, 2025. Unanimously carried.*

**Annual Election of Officers**

**Chairperson**

*Motion by Pirzada, second by Rowell, to nominate Waspi as Chairperson. With no other nominations and by unanimous consent, the Commission approved the election of Waspi.*

**Vice Chairperson**

*Motion by Fesenmaier, second by Waspi, to nominate Pirzada as Vice Chairperson. With no other nominations and by unanimous consent, the Commission approved the election of Pirzada.*

**Secretary**

*Motion by Waspi, second by Pirzada, to nominate Fesenmaier as Secretary. With no other nominations and by unanimous consent, the Commission approved the election of Fesenmaier.*

**Review of City Ordinances pertaining to the Tourism Commission.**

Waspi mentioned the City Ordinance for the Tourism Commission was in this month's packet. He mentioned there are also State Statutes governing the Commission along with an informational packet given to the newest members.

**Heather Jones, Independent Contractor for Tourism Commission, Meet at the Lake Promotional Activity**

Heather Jones was pleased to announce that active inquiries for reservations have increased. She is trying to sort through the data from the Tourism website (listing City hotels) to determine where the traffic is coming from. Vice Chair Pirzada asked that the Airbnb and Vrbo information from the bottom of the site be removed because this takes visitors to the national site, not specifically City locations.

In the Sales Update, Jones stated we are well ahead of last year's bookings.

**Update from Tourism Entity – Visit Lake Geneva**

Deanna Goodwin pointed out that the monthly Partner Meeting will be held on May 20<sup>th</sup> at the Riviera Ballroom. On the Visit website, the Top Page is Events with Chicago continuing to top the cities list. They will hold a Geiger Media Tour in June with a Meetings and Convention focus in addition to the regular September tour.

**Update from Lake Geneva Business Improvement District (BID) –**

Alexandra Binanti gave a verbal report of data and events. Although emailed the previous week, the BID report was not included in the May meeting packet.

**Written financial update provided by City Comptroller**

Balance Sheet from March 31, 2025

Total Assets \$998,689.57

Restricted Fund Balance - \$1,075,073.65

The Balloon Adventure evaluation is included in this month's packet, but according to the financials, there appears to be no reimbursement given at this point.

**Budget Line Items**

Discussion continued about adding a line item in the Tourism Commission section of the City budget for municipal development including maintenance.

\*Klett left at 5:05 p.m.

**Tourism Promotional Grant Program and Requests**

**Lake Geneva Taco Fest, Lake Geneva House of Music and Adams Publishing Group –**

Discussion centered around the location, multiple years for the grant, and offering something new or a new target audience. *Motion by Migut, second by Pirzada, to award \$10,000 for Lake Geneva Taco Fest on September 12 -14, 2025; carried with 1 no vote.*

**Corporate Meetings and Events Social Media Campaign, Riviera Ballroom, Heather Jones**

– This new media campaign for renting the Riviera Ballroom will run from June 15 to September 15 targeting mid-day and mid-week use. *Motion by Fesenmaier, second by Pirzada, to fund the \$7,500 grant; unanimously carried.*

**Das Fest Wisconsin, Prost! Das Fest Wisconsin –**

Tammy Dunn explained this event. The location, but not the event, is new, and due to scheduling conflicts. The shuttle buses will run from three locations in the City of Lake Geneva to the venue

at the Kenosha County Fairgrounds on July 18 – 20, 2025. *Motion by Frame, second by Rowell, to award \$15,000 for the grant; unanimously carried.*

**Venetian Festival, Lake Geneva Jaycees –**

Keith Felt from the Lake Geneva Jaycees explained the grant request for \$60,000. While this is a popular event, Commissioners were concerned about items in the marketing budget that did not align with state statute. *Motion by Frame, second by Pirzada, to award \$60,000 for the grant. Amendment by Fesenmaier, second by Migut, to award \$27,500. Voice vote – carried with 1 no vote. Main motion by voice vote to award a grant in the amount of \$27,500 for Venetian Festival from August 13 – 17, 2025 – carried with 1 no vote.*

**Final Grant Evaluations from organizations receiving Tourism Grant  
Winterfest Ice Sculpture Walk 2025 –**

By consensus, continued to June meeting due to time.

**The Balloon Adventure –**

By consensus, continued to June meeting due to time.

**Tourism Commission related forms, paperwork, and grant procedures review  
Riviera Ballroom Complimentary Request Form  
Criteria/Guidelines for awarding grants, to be included on the grant application**

By consensus, continued to June meeting due to time.

**Future meeting agenda items and next meeting date –  
Monday, June 9 at 4:00 PM**

- Promoting Tourism website listing City hotels (Zakia)
- Budget – add line items for municipal development projects including maintenance; City limits entrance signs and wayfinding kiosks
- Riviera Ballroom Complimentary Request form with supporting docs (see above)
- Criteria for grant awards (see above)
- Knowles-Nelson Grant/Matching Funds
- Switch Riviera Contractor individual grant requests to line items in the City budget
- Note: Include Future Meeting Date on the agenda

*Motion by Pirzada, second by Rowell, to adjourn at 6:04 p.m. Carried.*

Respectfully submitted,  
Alderman Fesenmaier  
Secretary

## Riviera Ballroom/MATL Update- Tourism Commission Meeting June 2025

### Marketing Update

- Website Analytics Update: Past 30 Days:
  - Site Sessions: 1,784 (-1%)
    - Site Sessions by traffic source
      1. Google (880)
      2. Direct (570)
      3. Social Media Ads (72)
      4. Bing (66)
      5. City of Lake Geneva (42)
  - Active Inquiries: 106, 64 recorded for May 2024
  - Avg. Session Duration: 3m 5s (-10s)
  - Site Bounce Rate: 57 (-10%)
  
- WeddingWire & TheKnot: May Stats
  - 192 Visitors
  - 17 Link Clicks
  - 24 Saves
  - 32 leads
  
- Hotels & Lodging Analytics Update Past 30 days:
  - 80 Page Views (-53 from last month)
  - Avg. time spent on page: 4min 31sec (+16s)

*\*Reports generated on June 5th*
  
- [www.lakegenevahotels.org](http://www.lakegenevahotels.org) Analytics
  - 220 Site Sessions (+210%)
    - (212) Direct
    - (5) City of Lake Geneva

### Sales Update

	2018	2019	2020	2021	2022	2023	2024	2025	2026
<b>Weddings</b>	45	28	9	54	55	52	43	44	27
<b>Social</b>	4	1	0	1	5	4	5	3	2
<b>Corporate</b>	4	2	1	1	2	3	1	2	
<b>Non-Profit</b>	7	10	0	3	1	5	4	5	1
<b>Event Total</b>	<b>60</b>	<b>41</b>	<b>10</b>	<b>60</b>	<b>62</b>	<b>64</b>	<b>54</b>	<b>54</b>	<b>30</b>
<b>Cancellation Total</b>	0	0	40	11		3	2	4	1
<b>Rescheduled</b>	0	0	20	4		1	1	1	
<b>Comp</b>			5	2	5	6	6	9	
<b>Pending Comp Req</b>									

- Sales by year May 2025:
  - 2025 Events- One wedding contract returned.
  - 2026 – Four wedding contracts returned, one non-profit contract returned. Two wedding contracts and one social contract out for signature.
  - Last Year- Reported on June 5th; 51 events booked for 2024 and 17 events booked for 2025.

**ACTUAL RIVIERA BALLROOM REVENUE BY YEAR**

**CITY OF LAKE GENEVA RIVIERA REVENUE (NET REVENUE AFTER TAX)**

<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>	<b>2025 YTD</b>
\$99,792.62	\$29,095.71	\$162,926.92	\$286,754.23	\$308,151.03	\$260,375.56	\$272,038.16
<b>CATERING REVENUE</b>						
\$14,688.76	\$4,337.68	\$32,970.09	\$46,691.72	\$48,795.80	\$47,914.74	\$4,216.57



**Lake Geneva Tourism Commission  
JUNE 9, 2025  
VISIT Lake Geneva Update**

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**Partner Events**

- Monthly Partner Meeting – June 17, 8-9am at Safari Lake Geneva
- Ribbon Cuttings
  - Lazy Cloud Lodge – June 10, 4:00pm
  - Safari Lake Geneva: Audrey's Amazon Adventure – June 17, 9:00am
  - Clear Water Salon + Green Grocer – June 24, 5:00pm

**Public Events**

- 2025 Concerts in the Park – Thursdays, June 26 – August 7
  - Music lineup now [online](#)
- 2025 Electric Christmas Parade – December 6
- Winterfest 2026 – January 28 - February 1

**Earned Media Highlights – MAY 2025**

- World Atlas | [12 Best Museums in Wisconsin](#)
- TheEveryGirl.com | [11 Lake Vacation Ideas That Are Even Better Than the Beach](#)
- Northwest Indiana Times | [5 Things to Enjoy on Spring Visit to Lake Geneva](#)
- World Atlas | [11 Wisconsin Towns with A Slower Pace of Life](#)
- Illinois Times | [Pay a visit to Lake Geneva: Beaches, boat tours, history, and more await](#)
- TheTravel.com | [The "Riviera of the Midwest" Is an Underrated Beach Destination the Whole Family Will Love](#)
- TravelNoire.com | [7 Weekend Trips from Chicago for Lakeside Views and Culture-Filled](#)
- Midwest Living Magazine | [Road Rally 2025: Wisconsin - From the Shores to the Stars](#)
- Midwest Living Magazine | [Road Rally 2025: Everything We Ate and Drank on Our Epic Wisconsin Road Trip](#)
- Midwest Living Magazine | [Road Rally 2025: Which Wisconsin Adventure Fits Your Personality?](#)
- Midwest Living Magazine | [Road Rally 2025: How to Spend 24 Hours in Lake Geneva, Wisconsin](#)
- Midwest Living Magazine | [Road Rally 2025: Wisconsin](#)
- World Atlas | [13 Coolest Wisconsin Towns for a Summer Vacation in 2025](#)

**MARKETING METRICS – MAY 2025**

**WEBSITE – VisitLakeGeneva.com**

- Visitor Sessions – 131,167 (+15.0%) | YTD 719,703 (+7.9%)
- Pageviews – 390,622 (-0.9%) | YTD 1,891,876 (-4.3%)
- Users – 100,377 (+13.9%) | YTD 530,572 (+3.9%)
- Online Guide Visits – 4,995 | YTD 12,018

- **Top Pages**

1. Events	82,497 Pageviews
2. Things to Do	25,213
3. Home	20,139
4. Stay	14,106
5. Food & Drink	13,087
6. Stay   Hotels & Resorts	13,025
7. Events   Events This Week	10,531
8. Things to Do   Shopping	9,788
9. Things to Do   Shore Path	8,190
10. Things to Do   Family Fun	7,614
  
- **Top Cities**

1. Chicago	16,847 Users
2. (not set)	4,768
3. Milwaukee	2,744
4. Lake Geneva	1,450
5. Jessup	1,206
6. Minneapolis	1,025
7. Madison	965
8. Aurora	780
9. Rockford	662
10. Wheaton	561

**SOCIAL MEDIA**

- Facebook – 76,967 Followers (+844 MoM) | 1,750,106 Monthly Views
- Instagram – 18,539 Followers (+518 MoM) | 175,470 Monthly Views
- X – 3,550 Followers (+4 MoM) | 921 Monthly Impressions
- LinkedIn – 1,885 Followers (+26 MoM) | 4,290 Monthly Impressions
- TikTok – 3,398 Followers (+277 MoM) | 92,133 Monthly Views

**EMAIL SUBSCRIBERS**

- Subscribers – 52,745
- Open Rate – 29.2%

**VISITOR CENTER ACTIVITY**

- Phone Calls – 204 (-52) | YTD 1,075 (-324)
- Walk-ins – 1,293 (-153) | YTD 4,623 (-378)
- Emails – 1,154 (+312) | YTD 4,447 (+187)
- Visitors Guides Fulfilled – 1,060 (+329) | YTD 4,192 (+161)

**HOTEL ACTIVITY – APRIL 2025**

- Occupancy – 48.7% (+24.1%) | YTD 46.8% (+11.3%)
- ADR - \$157.79 (+10.6%) | YTD \$177.73 (+12.9%)
- RevPar - \$76.85 (+37.2%) | YTD \$82.96 (+25.7%)

## MEETINGS & EVENTS RFP ACTIVITY – MAY 2024

RFP#	Attendees	Total Room Nights	Type	Date	RFP Properties Sourced
1506	21	27	Corporate	Jun-25	<a href="#">Harbor Shores</a> , Grand Geneva, Delavan Lake Resort, Lake Lawn, <a href="#">Bella Vista</a> , The Abbey, Geneva Inn, <a href="#">The Cove</a>
1507	52	30	SMERF	Jul-26	<a href="#">Harbor Shores</a> , <a href="#">Fairfield</a> , <a href="#">The Cove</a> , <a href="#">Bella Vista</a> , Geneva Inn, Grand Geneva, <a href="#">Comfort Suites</a>
1508	50	52	SMERF	Sep-25	<a href="#">The Cove</a> , <a href="#">Harbor Shores</a> , Geneva Inn, The Abbey, Lake Lawn, <a href="#">Bella Vista</a> , Grand Geneva
1509	200	270	Corporate	Sep-26	Grand Geneva
1510	360	858	Corporate	Sep-26	Grand Geneva
1511	20	40	Corporate	Jun-25	Grand Geneva, The Abbey
1512	1000	110	Sports	Apr-26	Grand Geneva
1513	400	190	Corporate	Jul-26	The Abbey, Grand Geneva
1514	20	32	Education	Aug-25	The Abbey, Grand Geneva
<b>9</b>	<b>2123</b>	<b>1609</b>	<b>MAY 2025 Totals</b>		

### Year-to-Date

- RFPs Distributed – 63 | RFP Room Nights – 14,909| RFP Attendees – 10,605

### Other

- 2024 Tourism Economic Impact Report releasing June 10
- Visit Lake Geneva Team attending IPW Convention June 15-18
- USA Today 10 Best Reader Poll
  - Recent Poll results to be announced June 10: [Best Lake Beach](#) (Riviera Beach) | [Best Lake | Best Lake for Water Sports | and Best Lake for Swimming](#) (Geneva Lake)
- Media Visits
  - Geiger Media Tour - Meetings & Conventions
  - Cheryl Eugenio – O The Places We Go
  - John Williams, WGN Radio
  - IPW FAM – Brazil
  - Bill on the Road



*City of Lake Geneva, 626 Geneva St, Lake Geneva, WI 53147- 262.248.3673- www.cityoflakegeneva.gov*

**CEMETERY BOARD  
WEDNESDAY, JUNE 18, 2025 - 4:00 PM  
LAKE GENEVA CITY HALL; CONFERENCE ROOM 2C (UPPER LEVEL)**

**Members:**

Aldersperson Cathy Stoodley-President, Terry Krohn- Vice President, Ruth Ann Monico-Secretary, Rick Bailey, Aldersperson Linda Frame

**AGENDA**

1. Call to Order
2. Roll Call
3. Comments from the public limited to 5 minutes, limited to items on this agenda
4. Approval of the minutes from March 19, 2025
5. Annual Election of Officers
  - a. President
  - b. Vice President
  - c. Secretary
6. Review of City Ordinance pertaining to the Cemetery Board
7. Review/Acceptance of Monthly Financial Reports
8. Review of Staff Liaison Report
9. Discussion/Recommendation to approve Kapur Task Order #40 Phase 1 Cemetery Roads/Drainage Improvements for \$51,852.00
10. Discussion/Recommendation regarding Clifford bench review
11. Discussion/Recommendation regarding transfer fees
12. Discussion regarding Pioneer Cemetery sign
13. Discussion/Review regarding Oakhill Cemetery Tour
14. Discussion regarding WAC conference
15. Future Agenda Items
16. Adjournment

*A quorum of the Council may be present; however, no official Council action will be taken.  
Requests from persons with disabilities who need assistance to participate in this meeting should be made to the City Clerk's office in advance so that the appropriate accommodations can be made.*

Cemetery Board minutes March 19 2025

City Hall Rm 2C

Lake Geneva WI 53147

Members present: Chair Cathy Stoodley. Vice President Terry Krohn,  
Alderperson Linda Frame Absent: Secretary Ruth Monico  
Guest Dennis Loesser

Meeting Called to order at 4:06 pm

1. Roll Call. Secretary Ruth Monico is absent
2. Comments from the public as allowed None
3. Approval of cemetery Board minutes from January 15, 2025. Motion by Linda Frame, second by Terry Krohn. Approved
4. Discussion/recommendation regarding Comptrollers report: motion to accept by Linda Frame, second by Terry Krohn. Approved
5. Discussion recommendation on city staff report: No city representative was present but update from C Stoodley that 53 burials took place in 2024.
6. Confirmation of updated cemetery pricing: A 20% increase to previous pricing had been proposed and approved by the city council. A new transfer fee of \$150.00 is being levied for any transfer of burial rights. Two forms have been created, one for living transfer by owner to someone and one for a deceased owner with familial ties.
7. Proposed Cemetery logos from Neal Aspinall. 10 logos were presented and committee members requested Neal to put our ideas together for a final approval logo.
8. WAC membership update: Dues were paid in February 2025 and we are current on membership for the year. Conference will be held in September
9. Update on Ash ordinance: L Frame advised this is an ongoing conversation with Attorney Draper to find the right wording.
10. Future agenda items:
  - a. Updated logo from Neal Aspinall
  - b. Adding Cemetery board members

c. Oakhill Field trip

11. Next meeting April 25, cancelled. Scheduled for June 18, 2025

12. Adjourn: L Frame, Terry Krohn. Passed. Adjourned at 4:47 pm

Respectfully Submitted

Cathy Stoodley



City of Lake Geneva, 626 Geneva St, Lake Geneva, WI 53147- 262.248.3673- www.cityoflakegeneva.gov

**HILLMOOR COMMISSION  
THURSDAY, JUNE 12, 2025 - 6:00 PM  
LAKE GENEVA CITY HALL; COUNCIL CHAMBERS (MAIN LEVEL)**

**Members:**

Mayor Todd Krause, Alderperson Cindy Yager, Consultant Michael Krajovic; Members - Mark Davids, Kenneth Etten, Dan Getzen, Larry Happ, Paula Porubcan, Peggy Schneider and Lowell Thompson.

**AGENDA**

1. Call to Order
2. Roll Call
3. 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
4. Approval of the minutes from May 8, 2025
5. Presentation regarding Ecological Restoration by Skip Harless from The Grand Geneva and Clay Frazer from Native Range Ecological
6. Presentation/Discussion regarding Ecological Restoration for the Hillmoor property – Paula Porubcan and Michael Krajovic
7. Status report regarding SEWRPC's (Southeastern Wisconsin Regional Planning Commission) botanical inventory, rare species survey, and invasive species estimates for the Hillmoor property – Paula Porubcan
8. Status Report regarding Rt. 50 Frontage Improvements and Discussion regarding adding new mowed paths on Hillmoor – Mayor Krause
9. Presentation/Discussion regarding the Project Evaluation process – Michael Krajovic
10. Future Agenda Items
11. Next meeting date & time: July 10, 2025 at 6:00 pm
12. Adjournment

*A quorum of the Council may be present; however, no official Council action will be taken.  
Requests from persons with disabilities who need assistance to participate in this meeting should be made to the City Clerk's office in advance so that the appropriate accommodations can be made.*

**HILLMOOR COMMISSION MINUTES**  
**THURSDAY, May 8, 2025 - 6:00 PM**

**LAKE GENEVA CITY HALL; COUNCIL CHAMBERS (MAIN LEVEL)**

**Members:** Mark Davids, Kenneth Etten, Dan Getzen, Larry Happ, Paula Porubcan, Peggy Schneider, Lowell Thompson, Mayor Todd Krause, Alderperson Cindy Yager and Consultant Michael Krajovic

**Call to Order** by Mayor Krause at 6:00 pm.

**Roll Call**

Present: Mayor Krause, Consultant Michael Krajovic, Kenneth Etten, Dan Getzen, Larry Happ, Paula Porubcan, Peggy Schneider, Lowell Thompson. Mark Davids arrived at 6:17 pm.

Excused/Absent: Alderperson Cindy Yager

**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.** Gary Mollet, Peg Esposito, Betty Volquardsen, John Nelson, Cathy Stoodley, Joe Zimmer, Mary Jo Fesenmaier, and Ross Magnusen spoke during the public comment period.

**Approve the Minutes of April 10, 2025.** On a motion by Larry Happ and second by Dan Getzen the minutes from the meeting of April 10, 2025 were unanimously approved.

**Comments on April 26<sup>th</sup> site visit (on Hillmoor property) and discussion/recommendation regarding Rt. 50 Frontage Improvements.** Larry Happ stated that the broken, old wooden cart path bridge over the drainage ditch near Rt. 50 is a hazard and recommended that it be removed and replaced. The Mayor stated the need to fix up the front section of Hillmoor bordering Rt. 50 to improve the appearance of the property for people entering into the City. John Foster, the City's arborist, described the work plan of the Public Works Department to clear out invasive species, mow down weeds, and save desirable tree species. While no formal motion was needed, the Commission agreed making the improvements.

**Discussion/Recommendation regarding Hillmoor newsletter.** Lowell Thompson explained the format for the Hillmoor newsletter and how it would be hosted on the City's website with help from the City Clerk's office. The Commission members agreed the newsletter would be a good way to seek additional public comment and keep the residents informed on the progress of the Hillmoor project and activities of the Commission. They thanked Lowell for his efforts and for taking on the lead responsibility for producing the newsletter. Members were asked to submit any ideas for future articles to Michael Krajovic. The newsletter will go out on an as needed basis approximately every four to eight weeks.

**Status Report and Discussion/Approval of Lan Use Zones.** Michael Krajovic gave a brief presentation of current and planned activities of the Commission for 2025 that included beginning implementation on the Knowles-Nelson Grant, developing building and site standards, developing an ecological restoration strategy for the property, beginning the project evaluation process, developing a public engagement strategy, completing small, high impact projects in 2025 such as making Rt. 50 frontage improvements, preparing 2026 budget recommendations, engaging in site visits/field trips and hearing presentations by outside experts when helpful.

He reviewed the five land use zones that subdivide the Hillmoor property and suggested that the border between Zones 4 and 5 be slightly modified to more accurately reflect the actual topographical viewshed of the property. He said that Zone 5 the potential building zone would be approximately 20 acres and Zone 4 would be approximately 38 acres. The Commission members agreed using the zones to help with the planning process of the property.

**Presentation/Discussion of project evaluation process and criteria.** Michael Krajovic gave a presentation on a suggested project evaluation process with criteria to use to evaluate the different project ideas from public input. He stated that the Commission needs to determine what projects should be included in the conceptual planning stages of a master plan for the property. The first step in the process is to assign various projects to the appropriate land use zones for further consideration. More specifically in the near future, the Commission will need to decide which projects should be included in the conceptual planning of Zone 1 as part of the Knowles-Nelson grant project.

**Future Agenda Items.** Michael Krajovic stated that there will be guest speakers talking about ecological restoration at the upcoming Hillmoor meeting. The Hillmoor Commission will also plan to conduct a field trip on either Saturday, May 31 or Saturday, June 7 from approximately 9 am to 12 pm to tour the new city park in Antioch and also Hastings Lake Forest Preserve park in Lake Villa, IL.

**Future Meetings.** The next Hillmoor Commission meeting is scheduled for 6:00 pm, Thursday, June 12 at City Hall.

**Adjournment** - Motion by Mark Davids to adjourn, second by Lowell Thompson. Voice vote, approved, motion carried. Adjourned at 7:27 pm.

**Hillmoor Commission**

**June 12, 2025**

**Ecological Restoration of the Hillmoor Property**

**Why is ecological restoration important?**

Healthy green landscapes in urban areas are beautiful, inviting places that improve the health of residents, community cohesiveness, and the local economy. They provide safe places for outdoor activities and create places where community residents naturally meet and connect while doing such things as walking their dogs or watching their kids play together. Cities with quality green spaces attract and retain talented workers, affluent retirees, and repeat visitors.

Recognizing this, in 2022 the City purchased a large part of the Hillmoor property to preserve precious green space within the City's limits. Since that time, residents have continued to express their desire that most of the property remain as green space. They want it to be accessible for outdoor activities, beautifully designed, and supportive of diverse plant and animal life.

Unmanaged green spaces, however, can often become overrun with invasive plant species. Unfortunately, this is what has happened to the Hillmoor property where invasive species such as buckthorn have crowded out other more beneficial plants. Invasive species harm the natural environment by destroying the biodiversity that is needed to support a wide range of plants and animals. Restoring the natural ecology of the property is part of the City's natural preservation objective and essential if we are to turn the property into a beautiful park for our community. It is an important part of Hillmoor's Master Plan.

## **Key Points and Recommendations**

### **for Developing an Ecological Restoration Plan for Hillmoor:**

1. Ecological Restoration is an essential part of a Master Plan for the Hillmoor property.
2. It is recommended that the City/Hillmoor Commission enlist the services of a qualified professional to develop an overall plan to remove invasive species on the property and restore its ecological health and natural beauty.
3. It is recommended that Hillmoor's Ecological Restoration Plan be completed by the first quarter of 2026. (see Recommended Goals)
4. The plan should have specific strategies for each of the five, major land use zones of the Hillmoor property. As part of the plan, favorable plant species within each zone need to be identified and preserved.
5. The plan should also include recommendations of the latest technology and best practices for removing the various invasive species currently found on the property, for reseeded and planting with the appropriate native vegetation where needed, based on soil type and hydrology, and for long term maintenance.
6. The plan should include multiple phases based to allow for implementation over a period of 5 to 10+ years.
7. The restoration project is very large. The more resources devoted to it, the faster the property can be restored.
8. The plans should include organizational and operational recommendations for the coordination and oversight of City staff, local nonprofit volunteers, and any contractors involved in the restoration efforts.

### **Key Points for Implementing the Ecological Restoration Plan for the Hillmoor Property**

9. It is recommended that a financial budget that includes an annual appropriation beginning in 2026 be established for implementing the plan for the ecological restoration of the Hillmoor property.
10. The City should continue to support the restoration work of the Friends of Hillmoor and other nonprofit groups, but due to the project's size, the project cannot be completed by volunteers alone
11. The City's Public Works Department has capabilities that could meaningfully, and cost effectively contribute to the project which should be explored.
12. Depending upon what City Public Works can accomplish with the help of volunteers, outside contractors may be needed to help complete the work in specific areas.
13. It is important that all parties (nonprofit volunteers, City staff, contractors) involved in the restoration work have received the appropriate training and resources needed to successfully implement and complete the restoration plan.
14. Potential grant sources should be identified and pursued to support the City's funding of restoration efforts.
15. The appropriate organizational structure between the City and nonprofit organizations needs to be established to apply for and manage grant and donor funding.

## **Summary of Ecological Restoration Strategies:**

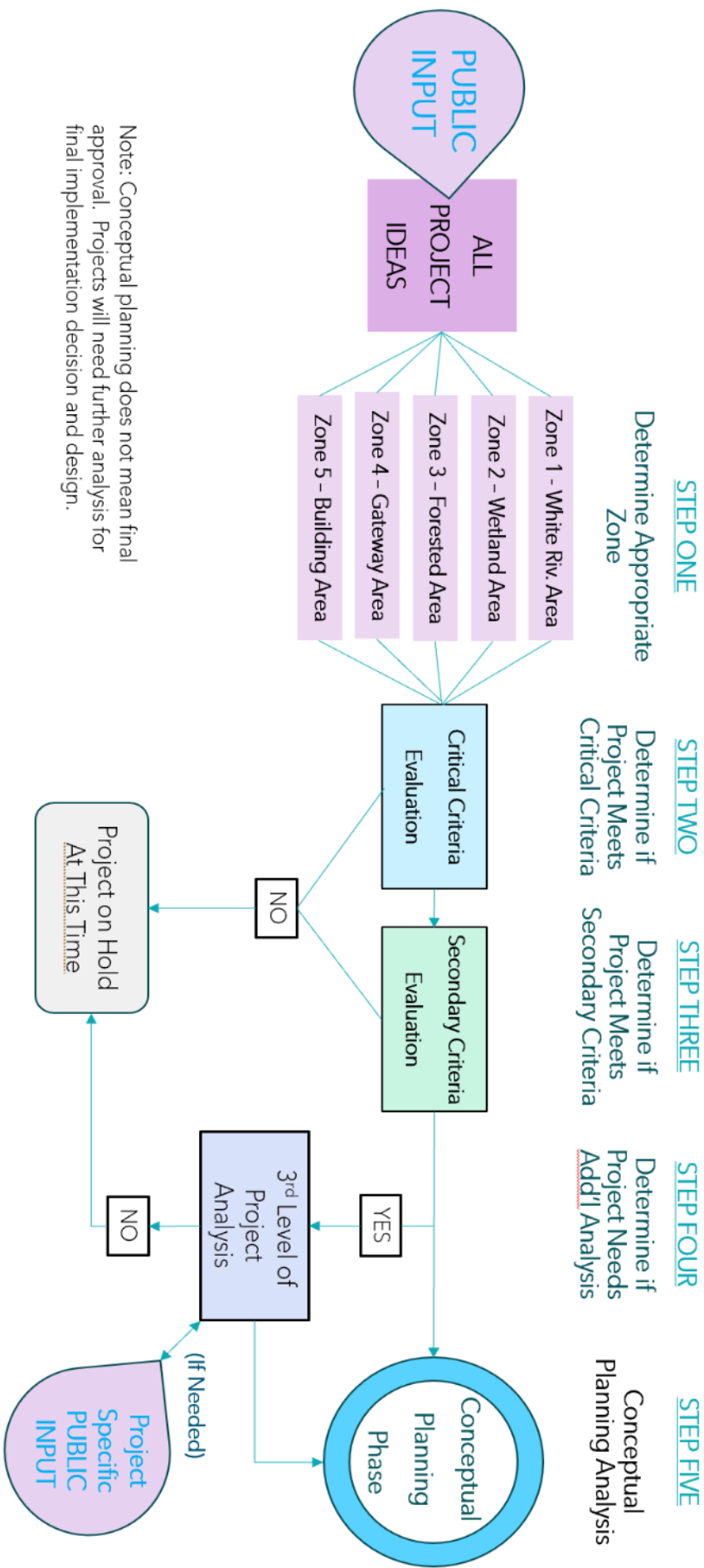
1. Develop a restoration plan to remove invasive plant species on the Hillmoor property.
  - a. Develop a specific strategy for each of the five land use zones
  - b. Determine priorities as part of a multi-phased plan
    - i. Base on the property's overall needs for public use
    - ii. Base on logical sequencing, urgency, and cost efficiencies
    - iii. Base on funding availability
2. Increase biodiversity and restore the natural beauty of the property. (via incorporate into conceptual/landscape planning for the property).
  - a. Based on soils and hydrology, replant native plant species where appropriate to support a wide variety of animal life (from insects to birds, amphibians, reptiles, mammals, fish), and
  - b. Based on soils and hydrology, strategically select and locate specific plant species, including non-native species if desired to further enhance the beauty of the property, and
  - c. Create a healthy, climate resistant habitat which is also a diversified ecosystem which will support a wide variety of wildlife. (consider flowering trees, bushes, grasses, perennial flowers, trees that provide nuts, berries, fruits, seasonal colors, smells, etc.)

## **Recommended Goals to Achieve:**

1. As part of Hillmoor's Master Plan, develop an overall ecological restoration plan for the property that includes specific strategies for each land use zone by early 2026.
2. Determine the size of the role the City's Public Works Department will play in implementing the restoration plan. 2025 to 2026
3. Identify potential grant sources to help fund removal of invasive species. 2025-2026.
4. Create a Hillmoor Ecological Restoration line item in the City's annual budget for 2026 and beyond for a \$ tbd amount. (Some funds could be included in the City's Public Works Department's budget.)
5. Secure outside grant funding in 2026 to leverage City funds earmarked for removing invasive plant species and planting preferred species.
6. Launch expanded efforts to remove invasives and begin by summer of 2026.

# PROJECT EVALUATION PROCESS

## Hillmoor Park Project



Note: Conceptual planning does not mean final approval. Projects will need further analysis for final implementation decision and design.

# Hillmoor Commission

CITY OF LAKE GENEVA, WI

## Hillmoor Project Evaluation Process and Criteria

## **The Hillmoor Commission – Importance of Public Input**

The Hillmoor Commission understands that there are many possible uses for the Hillmoor property and encourages residents to share their ideas about what they feel should be done with it. As normally expected, different residents have different ideas and preferences as to what projects should be part of Hillmoor. There are also different opinions as to what features and qualities will enhance or detract from the natural beauty of the property. This variety of ideas is a valued resource that helps make our community uniquely special. Thoughtful consideration and analysis of the collective and diverse input from our residents is part of a healthy planning process. It helps guide the Commission's efforts to develop the best plan for the property and our community.

## **The Hillmoor Commission's Mission**

The mission of the Hillmoor Commission is to create a master development "conceptual" plan for turning the 230 acre Hillmoor property into a beautiful park that is worthy of the City's national reputation.

To fulfill its mission, the Hillmoor Commission will prioritize projects that:

- fulfill unmet or underserved needs of residents,
- that do not compete with existing services,
- that help people connect with nature,
- that encourage outdoor recreation,
- that restore natural habitat and biodiversity,
- that can be used by everyone,
- that are a prudent use of both natural and financial resources,
- that enhance the beauty of the property,
- that contribute to our quality of life.

## Draft - PROJECT CATEGORIES

### Outdoor Recreation

Paved walking paths, hiking trails, road biking paths, mountain biking, bridges, skiing, sledding, fishing, dog park, playground.

### Green Space Related

Arboretum, botanical garden, community garden, ecological restoration, natural landscape enhancements.

### Water Features

Outdoor pool, splash pad, White River.

### Sport Activities

Tennis, pickle ball, disc golf, golf, swimming pool, bocci ball court, sand volleyball, croquet, mini-golf, pickle ball, skating, hockey.

### Entertainment

Band shell and/or amphitheater.

### Above Ground Building Structures

Community center, restroom facilities, picnic pavilions, YMCA, nature center, visitor center, day care center, band shell/amphitheater, ice rink, curling, outdoor pool, senior center.

### Miscellaneous

Parking, access.

**DRAFT - Possible Project/Activity Suitable for each Land Use Zone**

White River Corridor	Wetland Area	Forested Area	Gateway Area	Buildable Area
Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Possible Projects	Poss. Project	Poss. Projects	Poss. Projects	Possible Projects
Beautify	Keep Wild	Keep Wild	Beautify	Beautifully Develop.
Natural Green Space	Nat. Gr. Space	Nat. Gr. Space	Nat. Gr. Space	Gr. where possible
Ecological Restoration	Ecological Restoration	Ecological Restoration	Ecological Restoration	Ecological Restoration
Natural Landscaping Enhancements	Native Plants?	N. Landscaping Enhancements	N. Landscaping Enhancements	Nat. Landscaping Enhancements
Joint Walking & Biking Paved Paths	Hiking Trails	Hiking Trails	Joint Walking & Biking P. Paths	Joint Walking & Biking Paved Paths?
Hiking Trails	Bridges	Mtn. Biking	Hiking Trials	Hiking Trails
Amphitheater/ Bandshell	Board Walk	Amphitheater/ Bandshell	Arboretum	Amphitheater/ Bandshell
Bocci Ball Court	Park Benches	Park Benches	X-C Ski	Bocci Ball Court
Community Garden		X-C Ski	Botanical Gard.	Arboretum
Croquet Courts			Golf	Botanical Garden
Cross Country Ski			Park Benches	Building Structures
Dog Park			Solar/Wind Farm	Community Garden
Fishing				Croquet Courts
Mini-golf course				X-C Ski
Parking				Community Center
Park Benches				Curling
Pickel Ball Courts				Day Care Center
Picnic Pavilions				Dog Park
Picnic Tables				Golf
Sand Volleyball Ct.				GLAS
Sledding Hill				Hobby Shop
Splash Pad				Ice Rink
				Mini-golf course
				Nature Center/Mus.
				Parking
				Park Benches
				Playground
				Pickel Ball Courts
				Picnic Pavilion
				Picnic Tables
				Pool - Outdoor
				Restrooms
				Sand Volleyball Ct.
				Senior Center
				Splash Pad
				Tennis Courts
				Visitor Center
				YMCA

## Draft – Step One - Project Evaluation Using Critical Criteria 1-6

Name of Project: \_\_\_\_\_

Project's Proposed Land Use Zone Location. Check all that apply:    **ZONE**    **1**    **2**    **3**    **4**    **5**

**City's Vision for Hillmoor:** We envision Hillmoor as a cherished place where we enrich our lives by connecting with Nature, ourselves, and others.

**City's Major Objectives for Hillmoor:** 1) Natural Preservation, 2) Outdoor Recreation, 3) Sense of Community, 4) Connectivity to the City, and 5) High Quality Structures.

### Project First Level of Review and Analysis – Critical Criteria 1 to 6:

- 1) **VISION** – Is the project in alignment with the City's Vision and Major Objectives for the property?  
 No (0 pts)     It supports one Objective (3 pts)     It supports two or more Objectives (5 pts)

Notes: \_\_\_\_\_

- 2) **DUPLICATIVE** – Does the project/amenity already exist or is the activity already provided by the City in other parts of the City?

YES (0 pts)     Partially, not adequate to meet current need (3 pts)     NO (5 pts)

Notes: \_\_\_\_\_

- 3) **COMPETE** – Does the project/amenity or activity to be provided compete with similar projects or activities already provided by other organizations or businesses?

YES significantly (0 pts)     Medium extent (1 pt)     Minimally (3 pts)     NO (5 pts)

Notes: \_\_\_\_\_

- 4) **NEED** – Is there an unmet need for the project/amenity or activity in the City?

NO need (0 pts)     Minimal need (1 pt)     Medium need (3 pts)     Significant need (5pts)

Notes: \_\_\_\_\_

- 5) **LEVEL OF INTEREST** – What has been the community's sustained level of interest or support in the project/amenity or activity?

Little to None (0 pts)     Average compared to other projects (3 pts)     Above Average (5 pts)

Notes: \_\_\_\_\_

- 6) **WHY HILLMOOR** – What is the need for this project to be located on the Hillmoor property?

None, could go elsewhere (0 pts)     It's not the only location, but the preferred location (3 pts)

It is not only the best location, but the only one that works (5 pts)

Notes: \_\_\_\_\_

**CONCLUSION:**

**(If the project scores low in the first 6 criteria such as 0 pts in 2 or more criteria, the project does not qualify at this time for additional planning consideration.)**

**Draft - Project Second Level of Review and Analysis - Criteria 7 to 12**

7) USAGE – Is the project/amenity or activity to be provided inclusive so that it can be used by everyone?

Only by a few-less than 10% (1 Pt)  Between 10 and 25% (3 pts)  By anyone (5 pts)

Notes: \_\_\_\_\_

8) FAMILY USAGE – Can families with children use the project/amenity or activity?

NO (0 pts)  Yes for ages 6 and above (3 pts)  YES all ages of children (5 pts)

Notes: \_\_\_\_\_

9) LAND USAGE – Does the project/amenity or activity require a lot of land that uses green space?

Yes significant >10 acres(1 pt)  Large 6 to 9 acres(2 pts)  Medium 1 to 5 acres(3 pts)  
 No minimal < 1 acre or less (5 pts)

Notes: \_\_\_\_\_

10) ENVIRONMENTAL IMPACT – Does the project/amenity negatively affect the environment?

Yes significant impact (0 pts)  Medium (1 pt)  Minimal (3 pts)  No Impact (5 pts)  
(such as through water usage, chemicals, noise level, lighting, traffic, etc.)

Notes: \_\_\_\_\_

11) COMPATABILITY – Does the project interfere with or limit other uses of the property?

Yes, significantly (0 pts)  Average compared with projects (3 pts)  Little to none (5 pts)

Notes: \_\_\_\_\_

12) Aesthetics – Does the project align or enhance the aesthetic beauty of the property?

NO (0 pts)  Neutral, no noticeable enhancement (2 pts)  Yes, somewhat (4 pts)  
 YES, significantly (5 pts)

Notes: \_\_\_\_\_

**After considering criteria 7 -12, decide if project should be included in conceptual planning phase, or if it needs additional analysis or public input.**

**Draft – More Detailed Project Evaluation if needed for deciding whether to advance a project to conceptual planning phase - Criteria 13 - 16, and/or if needed to more accurately define the size and scope of the project in the conceptual plan for final implementation decision.**

13) CAPITAL COST – How much would the project/amenity or activity cost the City?

- Significant over \$1 million (1 pt)  large \$100K-\$1 million (2 pts)  
 medium \$26K-\$99K(4 pts)  minimal < \$25K(5 pts)

Notes: \_\_\_\_\_

14) DONATIONS – How much of the project’s capital cost could be provide by private donors?

- None (0 pts)  Minimal less than 25% (1 pt)  Medium over 50% (3 pts)  
 Significant over 75% (4pts)  All 100% (5 pts)

Notes: \_\_\_\_\_

15) Financial Feasibility – How much money has been raised or already budgeted to fund the project?

- None (0 pts)  Minimal less than 25% (1 pt)  Medium over 50% (3 pts)  
 Significant over 75% (4pts)  All 100% (5 pts)

Notes: \_\_\_\_\_

16) OPERATING COST – How much would the project/amenity or activity cost the City each year to operate and maintain?

- Significant over \$100K (1 pt)  Large \$50 to \$100K (2 pts)  Medium \$10 to \$49K(3 pts)  
 Minimal < \$10K(4 pts)  Nothing (5 pts)

Notes: \_\_\_\_\_

17) EXAMPLES OF SIMILAR PROJECTS – Are there examples of similar projects successfully operating in other communities?

- NO  YES

Is there a specific project that would be a good example to follow? Please describe below:

Notes: \_\_\_\_\_

**After considering criteria 13-17, decide if project should be included in conceptual planning phase, or if it needs additional analysis or public input.**

# THE OFFICIAL HILLMOOR COMMISSION UPDATE

In early May, Lake Geneva achieved an exciting milestone: **securing a highly competitive Knowles-Nelson Stewardship Grant** from Wisconsin's Department of Natural Resources. This grant provides **\$242,690** in matching funding creating a total investment of **\$485,380** dedicated entirely to enhancing Hillmoor Park.

## Why Zone 1?

The Hillmoor Commission chose Zone 1 (the White River Corridor) as the focus of this funding because it directly aligns with the Commission's mission:



- ✓ Enhances outdoor recreation opportunities by improving and expanding existing trails.
- ✓ Strengthens community connectivity by being centrally located, adjacent to residential areas and just steps from downtown.
- ✓ Preserves open spaces and biodiversity, through expanding strategic plantings in this area as welcoming green space.

## And It's Not Just Zone 1. Zone 3...

This grant will also support essential trail improvements and expansion in Zone 3 (the Forested Area). Trails winding behind familiar community landmarks such as Target and TJ Maxx will become safer, more welcoming, and more enjoyable, encouraging residents to explore and appreciate the natural beauty right in our own backyard.

Ultimately, these trails aren't just paths, they're vital community connections, bringing neighbors closer together and reinforcing our town's shared commitment to nature, accessibility, and a higher quality of life.

## Your Voice Shapes Hillmoor

Here's where you come in. As the Commission begins planning this summer, we're inviting everyone, including you, to shape what comes next. Picnic pavilions? Trail benches? Educational signage, native gardens, or other community-focused ideas? Your participation helps ensure that future developments at Hillmoor meet genuine community needs and preferences.



“The Knowles-Nelson stewardship program is extremely competitive, and we feel fortunate to have secured this grant. But this is just the beginning. The more the community engages, the better Hillmoor will be. Our hope is to continue this momentum and apply for additional grants, expanding what's possible while ensuring we continue to align closely with community priorities and our vision for the property.”

- Mayor Todd Krause

## What You Can Do Now:



1. Attend an upcoming Hillmoor Commission meeting (2nd Thursdays at 6 PM, City Hall).
2. Share your ideas: Use our [Public Comment Form](#) or email the city directly.
3. Want to get involved? Check out the Friends of Hillmoor website for upcoming volunteer days and ways to lend a hand.

Together, let's create something truly special at Hillmoor.

## Zone 4 Update: Mowing and Momentum

Work continues in Zone 4, the Gateway Area along Highway 50, with visible progress that builds on years of dedicated effort by the Friends of Hillmoor. Recently, the City completed mowing along Route 50 to help beautify the entrance to the property and support ecological restoration goals.



This work aligns with the broader mission to restore native landscapes, improve visibility and access, and enhance the natural charm of Hillmoor. We're grateful to the Friends of Hillmoor for laying the groundwork and excited to continue these efforts together.

*In the above images you can see Senior Arborist John Foster and Public Works team members Blake and Morgan hard at work.*



### Your Voice Matters:

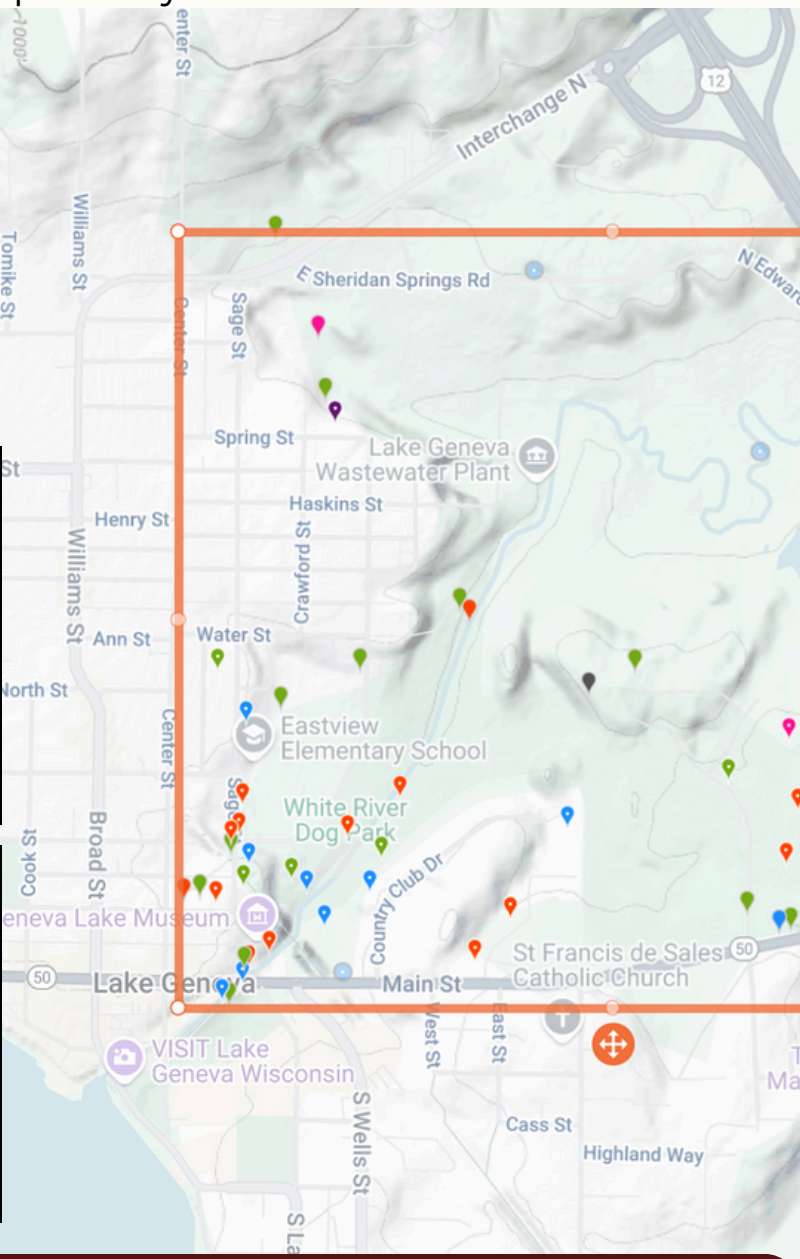
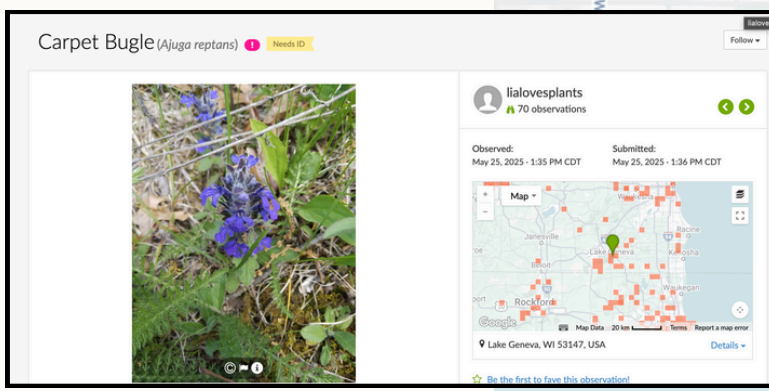
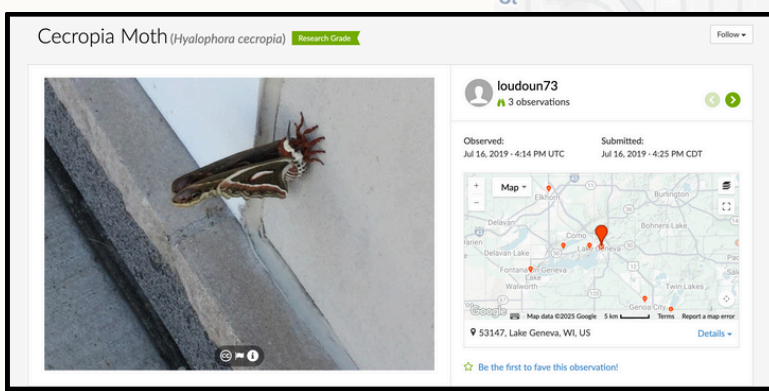
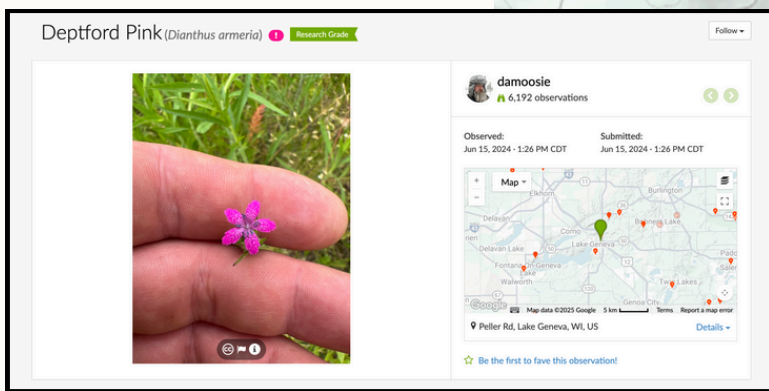
Share your ideas with the Hillmoor Commission; attend a meeting or use [Hillmoor Commission's public comment form](#).

# Spotted at Hillmoor

As we plan for trails and future development, it's just as important to notice what's already thriving here. Let's take a look at what you've spotted out on the land.

Every visit to Hillmoor is a chance to discover something wild. Whether it's a butterfly dancing through the meadow or a bird calling from the trees, the land is alive with stories, waiting for you to notice.

This new section highlights the biodiversity at Hillmoor, as documented by community members on iNaturalist. Your photos help us better understand and protect this unique ecosystem.



Did you know you can use the Merlin Bird ID app by the Cornell Lab to identify birds just by their songs? It's free, easy to use, and lets you share what you've heard, even if you never saw the bird.

## Share What You See



Whether you're using the iNaturalist app or just snapping a photo with your phone, we want to see what you discover.

📷 Tag your photos with #ProjectHillmoor on Instagram or Facebook

🧠 Help build a living record of Hillmoor's biodiversity

🎉 You might be featured in next month's newsletter!

## Transparency Tracker

Clear, consistent communication matters. Each month, the Hillmoor Commission provides you with a quick snapshot of our progress, because transparency builds trust.

- ✅ **Meetings Held:** 6 total (including 1 special public input session)
- ✅ **Public Comments Reviewed:** More than 100 comments thoughtfully considered
- ✅ **Ecological Restoration Initiatives:** In progress with Public Works, SEWRPC & Friends of Hillmoor
- ✅ **Nearly Half A Million Committed to Hillmoor:** Knowles-Nelson Stewardship Grant secured (\$485,380 total)

## Frequently Asked Question (FAQ) Highlight

**Q:** Is the City building a new road in the disc golf area?

**A:** No. The City plans to replace the old, cracked 8-foot-wide cart paths with new strategically planned 12-foot-wide shared trails to safely accommodate two way traffic of both pedestrians and cyclists. These are upgrades, not roads.

**GENEVA LAKE ENVIRONMENTAL AGENCY (GLEA)**

G.L.E.A., 105 N. Elkhorn Rd., Williams Bay, WI 53191 – 262-245-4532 – www.glea.wi.org

**Monthly Board of Directors Meeting**  
**Thursday, June 26, 2025 – 4:00 PM.**  
**105 N Elkhorn Rd., Williams Bay, WI 53191.**

**Virtual: Join Zoom Meeting**  
<https://us06web.zoom.us/j/89984505781>  
Meeting ID: 899 8450 5781

**Members:**

Chairperson Patrick Kenny  
Vice Chairperson Mary Jo Fesenmaier  
Rick Pappas, Jim Weiss, Carol McAdam, Alex Rasch, Rob Umans, LaMarr Lundberg

**AGENDA (updated 06/23/2025)**

Call Meeting of GLEA Board of Directors to Order – Chairperson or Vice Chairperson  
Roll Call.

**General Business:**

**Public Comments:** The public is allowed to make comments under Wis. Stats. §19.84(2).  
Comments will be limited to 5 minutes.

**1. Approve the minutes** of May 15, 2025, Board Meeting and May 29, 2025, Zoom Board Meeting.

**2. Monthly Review Items:**

- a. Action on May 2025 Income Statement
- b. Action on May 2025 Balance Sheet
- c. Bookkeeper’s May 2025 Disbursement & Donation Reports for review
- d. Treasurer’s Report 2025

**Possible action on the following business:**

- 1. USGS Updates
- 2. Algae Report on Geneva Lake
- 3. Updates from Town Meetings
- 4. Hillside Rd.
- 5. Difference Between Buoys and Piers (regarding the lake’s ecosystem health)
- 6. Legal Services Update
- 7. Audit
- 8. Booklet for Geneva Lake Association Meeting in July
- 9. Grant Updates
- 10. Upcoming Events
- 11. Municipal Reports and Updates
  - a) City of Lake Geneva
  - b) Village of Williams Bay
  - c) Village of Fontana
  - d) Town of Linn
  - e) Town of Walworth

10. Next Meeting Date  
July 17, 2025.

11. Adjourn

Posted: June 23, 2025, at GLEA office and website <https://www.gleawi.org/>  
Holly Baseman, Director, [director@gleawi.org](mailto:director@gleawi.org), Aimee Townsend, Admin. Asst., [glea.office1@gmail.com](mailto:glea.office1@gmail.com)



Lake Geneva Business Improvement District  
Board Meeting  
Wednesday, June 4, 2025 | 9:00 AM  
Harbor Shores of Lake Geneva

**AGENDA**

1. Call to Order
2. Roll Call
3. Approval of Minutes from last meeting
4. 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 3 minutes.
5. City News Update from designated City Representative
6. Appearance of VISIT Lake Geneva
7. Treasurer Report
  - a. Chart of Account review
  - b. Budget vs Actuals
  - c. Pay bills
8. Executive Director Report
  - a. Marketing Report, website & social updates
  - b. Committee recap
    - i. Promotions – Wine Walk Recap, Lemonade Crawl, new promotion request, vibemap
    - ii. Design – Flowers, Benches RFP Draft
    - iii. Economic Vitality – Hwy 50 Resurfacing, Parking, BID Connects
    - iv. Organization – Executive Committee, Financial Planning, BID Expansion
9. New Business
  - a. Avian Committee Project Update
  - b. The PINK The Lake Walkathon Non-profit presentation
  - c. Main Street Report Update – Promotions
10. Comments from Board of Directors
  - i1. Adjourn