

**CITY OF LAKE GENEVA COMMITTEE OF THE WHOLE MINUTES
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

Call to Order

Aldersperson Fesenmaier called the meeting to order at 6:00 pm

Pledge of Allegiance-Ames

Roll Call

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

Approval of the Committee of the Whole Minutes from June 2, 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.

Ellen Ward Packard; N2649 Schoolfield Rd, Lake Geneva Public Library, introduced the staff therapist/mascot and encouraged everyone to get their library cards.

Scott, 1011 W Main, spoke about pier options at the lakefront.

Mackenzie Wann, spoke about making Walworth County more accessible and the need for adaptable sporting.

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

Brayden Reese from Deckard Technologies gave a presentation on the city's Short-Term Rental software solution.

Renee Hanlon, Building & Zoning Director, and Allison Schwark, Municipal Code Enforcement, answered various questions of the Committee members.

Lt Seth Keller, Lake Geneva Police Department, answered the questions of the Committee regarding Police Department contact on Short-Term Rental calls.

Questions and discussion followed between Committee members, Mr. Reese, Ms. Hanlon, Ms. Schwark, and Lt. Keller on various topics and concerns with Short-Term Rentals in general and specifics of the software solution.

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

Trish Schafer, 403 Center St; spoke on the timeline between initial and second notices to non-compliant Short-Term Rentals.

Jade Goodhue, 487 W South St; asked if the public could be given access to a map of the licensed properties. She also asked about the density of rental properties, and asked if there is an ability to limit density. She also suggested the possibility of earmarking penalty fees paid for local non-profit and housing initiatives.

Laura Dickman, 1122 Romin Rd, expressed disappointment with the city for letting the situation get here, but has seen the work going into fixing the situation, spoke about density of Short-Term Rentals, and posting of rules and regulations.

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

Alderman Ames reported activity including licensing recommendations.

Personnel Committee-Chair Hoiland

Alderman Hoiland reported on interviewing the candidates for the Parks Director position. The Committee is working on Ordinance changes and the Policy handbook.

Public Works Committee-Chair Stoodley

Alderman Stoodley reported on a task order for cemetery road improvements, criteria for a 4-way stop at Broad & Dodge St, and the possibility of flashing signs at the Wells St crosswalk by the high school.

Piers, Harbor, and Lakefront Committee-Chair Yager

Alderman Yager spoke on different options for pier systems in the lake and/or the lagoon. The Committee looks to make a decision on piers in the lagoon at their July meeting, ordinance changes, possible changes to the kayak launch regarding an accessible launch, and pier replacement funds for all piers.

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

Alderman Smith spoke on the Center St project and the changes to the Hwy 50 project near Forest Dr. The Utility Commission has updated their bill mailing process.

Tree Board-Ames

No meeting, no report given.

Police and Fire Commission-Hoiland

Alderman Hoiland spoke about hiring updates, Fire Department personnel changes, the Police Department's seal, and the arrival of fleet vehicles for the Police Department.

Discussion followed on the Fire Department's water events at Central Dennison School.

Plan Commission-Hoiland

Requests were made for a monthly staff report/update regarding Short-Term Rentals.

Board of Park Commissioners-Yager

Alderman Yager reported on the Request for Proposal for the Veterans Park playground equipment, native plantings on Park Row and other alternatives, and the resurfacing of tennis/pickleball courts at Maple Park and Dunn Fields.

Library Board-Ames

Alderman Ames reported on a mural being installed near the monarch butterfly garden, updates to the Smith meeting room, the bookmobile, and that the Friends of the Library are adding another member. Various other events are ongoing throughout the year; information on the Library's programming and events can be found on their website.

Historic Preservation Commission-Powers

Alderman Powers reported that the Commission elected their officers for the year, reviewed bills, and discussed a new application form for the local landmark designation, the repair of historic plaques, possibly changing the ordinance for the size of the plaques, and changes for the walking tour app.

Avian Committee-Powers

Alderson Powers spoke on financial reviews, the backpack project, purple martin statistics, the Swift Night Out event, and the Dark Sky Ordinance.

Tourism Commission-Fesenmaier and Frame

Alderson Fesenmaier reported that much of the agenda is being forwarded to July due to time constraints. Alderson Frame reported on various Best designations from USA Today.

Cemetery Board-Stoodley and Frame

Alderson Stoodley reported on the Board's recent site visit to the Cemetery and spoke on possible capital projects, and various other ideas including the addition of a pet cemetery.

Hillmoor Commission-Yager

Alderson Yager spoke about a presentation on ecological restoration covering native and invasive plants, the Commission's discussion on how to implement these plans, the expansion of mowed grass paths, and the completion of a practice evaluation on submitted project ideas.

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**

Alderson Yager reported on 3 ribbon cuttings, earned media reporting, that hotel occupancy up, the 2024 economic impact report, member attendance at the IPW convention, and upcoming media visits.

***Geneva Lake Museum-Powers**

Alderson Powers reported on recent topics including a donation for the military room, recent attendance, and membership trends.

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

Alderson Smith reported on recent real estate activity. Alderson Hoiland reported that the Corporation is looking for properties to purchase and develop.

Geneva Lake Environmental Agency-Fesenmaier

Alderson Fesenmaier reported that the City Council recently approved and adopted the GLEA's algae and e. coli protocols, and spoke on the Clean Boats Clean Waters program and beach testing.

***Geneva Lakes Family YMCA-Stoodley**

Alderson Stoodley reported that baseball tournaments are in full swing and that the free lunch program is running until school starts back up.

***Geneva Lake Use-Frame**

No meeting, no report.

Business Improvement District-Stoodley

Alderson Stoodley spoke about a potential proposal for the street banners. Discussion followed on upcoming events, including the Lemonade Crawl & Art in Motion and the benches downtown.

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

Next meeting this upcoming Wednesday, no report given.

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

Adjournment

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

The meeting adjourned at 7:51 pm.

These minutes are unofficial until approved by the Committee.

Vanessa Jahns
Deputy City Clerk

Approved August 4, 2025