



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

**PIERS, HARBORS, AND LAKEFRONT COMMITTEE AGENDA
TUESDAY, NOVEMBER 11, 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.

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 September 10, 2025
5. Harbormaster Report
6. Discussion/Recommendation regarding city beach bracelets with QR code
7. Discussion/Recommendation regarding the Comprehensive Outdoor Recreation Plan (CORP)
8. 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
WEDNESDAY, SEPTEMBER 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.

Call to Order

by Chairperson Yager at 5:00 pm.

Roll Call

Present: Cynthia Yager, Sherri Ames, Linda Frame and Cathy Stoodley. Absent: Brian Smith. Others present: Mayor Todd Krause, 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

Ken Shields spoke about item 7, Mary Jo Fesenmaier spoke about item 11 and Kent Martzke spoke about items 7 & 8.

Approval of the minutes from July 2, 2025 Special meeting and July 8, 2025 Regular meeting

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

Harbormaster Report

Harbormaster Nicia noted P.3 of his report is in reference to item 8 on the agenda and asked if anyone had questions regarding his report. Chairperson Yager asked where the cash revenue is generated.

Discussion/Update regarding Library Park Kayak Reconfiguration

Chair Yager gave an update regarding cost estimates for the kayak pads, racks, site prep, dog appreciation statue, brick sponsorship, accessible kayak launch, possible reconfiguration of the fishing pier and potential grants to assist with costs. Discussion took place.

Discussion/Recommendation regarding Ordinance 90-199 Classifications for Rental of Boat Stalls and Buoys

Chair Yager reviewed the updates and Harbormaster Nicia reviewed the updates. Discussion took place and edits were suggested. Motion by Stoodley to continue to the October meeting, second by Ames. Voice vote, approved, motion carried.

Discussion/Recommendation regarding Ordinance 90-200 Limit on size of boats

Chair Yager reviewed the updates and Harbormaster Nicia explained the updates. Motion by Frame to approve and under (d) to edit wording to effective January 1, 2027, second by Stoodley. Discussion took place. Motion by Frame to amend and remove the 2nd sentence under section (d) of Ord update 90-200, second by Ames. Voice vote, approved, motion carried. Main motion vote - Voice vote, approved, motion carried.

Discussion regarding Boat Slip Lease - West Pier #4 c) Size & Specifications of Watercraft

Motion by Frame to continue items 9 & 10 to the next meeting, second by Ames. Voice vote, approved, motion carried.

Discussion regarding the Water Safety Patrol contract

Item continued.

Discussion/Update regarding Lakefront Comprehensive Plan

Chair Yager explained this item is in process and announced it will be on the next agenda.

Adjournment

Motion by Ames to adjourn, second by Stoodley. Voice vote, approved, motion carried. Adjourned at 6:36 pm.

Lacey L. Reynolds
City Clerk

Harbormaster Report
Tuesday November 11th, 2025
Piers, Harbor & Lakefront Committee
Harbormaster Erick Nicia, City of Lake Geneva

Over the past month, my primary focus has been on resupply, equipment replacement, and preparations for the upcoming season. This period has involved assessing operational needs, designing updated materials, placing necessary orders, and ensuring that all essential supplies will be in place well ahead of the 2026 summer season.

As part of this process, I have explored opportunities to reduce waste and adopt more environmentally responsible practices for the beach without significantly increasing costs. While several promising options exist, many require investment in new digital systems and compatible hardware. At this time, those upgrades are not feasible within current budget constraints and current internet access to the beach house. They remain long-term goals for improving efficiency and sustainability and can be part of our Lake Comprehensive Plan.

The Beach:

Water Safety Patrol lifeguarding services contract:

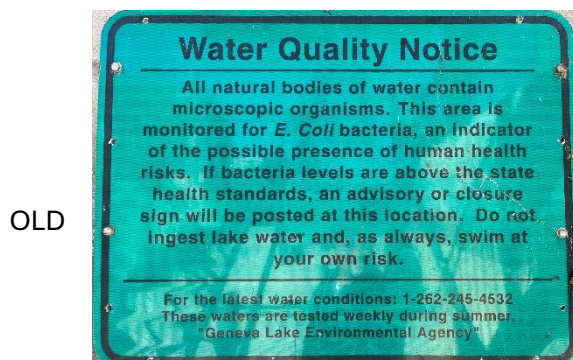
The Water Safety Patrol Lifeguard Services Agreement for the 2026 season has been **postponed to a future meeting** to allow additional time for review and recommended revisions. City staff identified several areas where the contract would benefit from clarification and updates, particularly related to emergency response coordination with Fire/EMS, documentation and reporting requirements, standard operating procedures, and expectations for staff conduct and oversight.

The intent of this delay is not to alter the partnership with the Water Safety Patrol, but to ensure the agreement reflects the City's current operational needs, public safety practices, and beach usage trends. The City Administrator, Harbormaster, City Attorney, and Fire/EMS leadership will meet to discuss this contract further.

Some changes coming to signage at the Beach.

1. Off-Season Water Quality Signage

The DNR recently provided the Geneva Lake Environmental Agency (GLEA) with an updated design for off-season water advisory signage. These signs inform the public that water quality is **not monitored from Labor Day (early September) through Memorial Day (late May)**. The new design will replace the posted sign used during the season and will be installed as soon as it is received.



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Tuesday November 11th, 2025
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2. Beach Rules Signage Improvements

I am also working on a redesign of the beach rules signage. The current rules are posted on small signs attached to the lifeguard chairs, and many visitors claim they did not see them. To improve visibility and compliance, the updated rules will be:

- Larger and more readable. posted at the beach entrances rather than only on lifeguard chairs. This will allow guests to view expectations before entering the beach.

3. “No Pets Allowed” Signage Update

The existing “No Dogs Allowed” signs will be changed to **“No Pets Allowed.”**

This update reflects actual issues experienced during the 2025 season, which included incidents involving not only dogs but also **rabbits, cats, and even ferrets** at the beach.

Beach Door Replacements

I have met with three different companies to assess and measure the beach office for rolling door and office door replacements. I am currently waiting for all estimates to be submitted.

- **Priority:** Rolling door replacement for 2026
- **Secondary (budget permitting):** Replacement of standard office doors.

Resident Wristbands

This is an area where more environmentally friendly alternatives were explored. However, due to current limitations, we will continue using silicone wristbands for resident passes for the 2026 season.

Historically, residents used sew-on patches to obtain a daily wristband, but this system was easily abused. Tags were passed over the fence, providing unlimited access. The silicone wristband system prevents this misuse, which is the reasoning behind the change for 2025.

Looking to the future I am looking to transition to a fully reusable RFID-enabled, QR code, or barcode system. All these systems require internet connection, which at the moment, the beach has none.

Silicone resident wristbands for 2026 season will be Red. See below for Design



LAKE GENEVA RIVIERA BEACH 2026 

Beach Kiosk Covers

The Parking Manager has been working on developing an improved system for covering our beach kiosks during the evening hours in the summer and the during the entire off-season. Currently, we rely on gray slip-on covers with “Pay for Parking” signs attached using magnets or zip ties, which are functional but not visually consistent and can wear out quickly, get stolen, etc.

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Current:



New Concept:

Boat Launch:

Total revenue for the boat launches up to September 30, 2025:

Category	Year to Date Amount	Budget
Daily Launch Fees	\$25,942.57	\$22,000
Season Passes	\$7,922.85	\$8,000
Total	\$33,865.42	\$30,000

A new map sign has been created that clearly identifies public restroom locations and designated boat launch parking areas.

In addition, updated signage for **boat trailer parking only in Lot F and Lot I** has been ordered. Some of these signs can also be installed at the Dunn Field overflow lot during the summer months to improve visitor guidance and reduce parking confusion.



Riviera:

The City received Elmer’s Boat Rental’s notice of intent to renew their lease on September 15. The agreement is currently under review by the City Attorney, City Administrator, and myself to identify potential updates and improvements.

CITY OF LAKE GENEVA

626 Geneva Street, Lake Geneva, WI 53147
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MEMORANDUM

TO: Pier, Harbor and Lakefront Committee

FROM: Erick Nicia, Harbormaster

RE: QR Code for Visitlakegeneva.com on Beach Bracelets

DATE: November 6, 2025

The purpose of this memo is to request approval to include a QR code linking to VisitLakeGeneva.com on the 2026 Riviera Beach daily wristbands. This simple addition would improve customer service, enhance visitor experience, and strengthen the City's partnership with Visit Lake Geneva, while reducing operational costs.

Background

Beach staff have historically been expected to answer a wide range of visitor questions regarding restaurants, shopping, recreation, rental services, and other Lake Geneva activities. While staff do their best, they are young seasonal employees and often rely on what they know to guide visitors. As a result, their ability to provide consistent and accurate information varies, placing unnecessary pressure on them and at times limiting the guest experience.

Visit Lake Geneva already maintains a comprehensive, user-friendly website with info on lodging, dining, retail, recreation, events, and trip-planning tools into a single, reliable resource. Using their existing platform would allow staff to provide quick, accurate guidance without extensive local knowledge.

Proposal

The redesigned Riviera Beach wristbands would include a QR code that links directly to VisitLakeGeneva.com. When scanned, visitors would have immediate access to everything the area has to offer.

From 2022–2025, Riviera Beach averaged approximately **56,500 annual daily visitors**. If only 5% of guests scanned the QR code, it would generate nearly **2,800 additional website visits**. This supports local businesses while promoting Lake Geneva as a destination. For staff, this partnership provides a consistent, efficient tool for assisting guests. Instead of memorizing every restaurant or activity, employees can confidently direct visitors to one centralized, up-to-date source. This improves service quality, reduces staff stress, and enhances overall visitor satisfaction.

Financial Impact

Visit Lake Geneva has offered to cover **50% of the cost** of next year's wristband order, equaling **\$1,465.50**, in exchange for featuring the QR code. This cost-sharing opportunity reduces operational expenses for Riviera Beach while supporting a mutually beneficial partnership.

Example of Wristband



LAKE GENEVA PARKS & RECREATION PLAN FRAMEWORK

Comprehensive Plan - guiding vision, goals, operations, and investments

Recreation

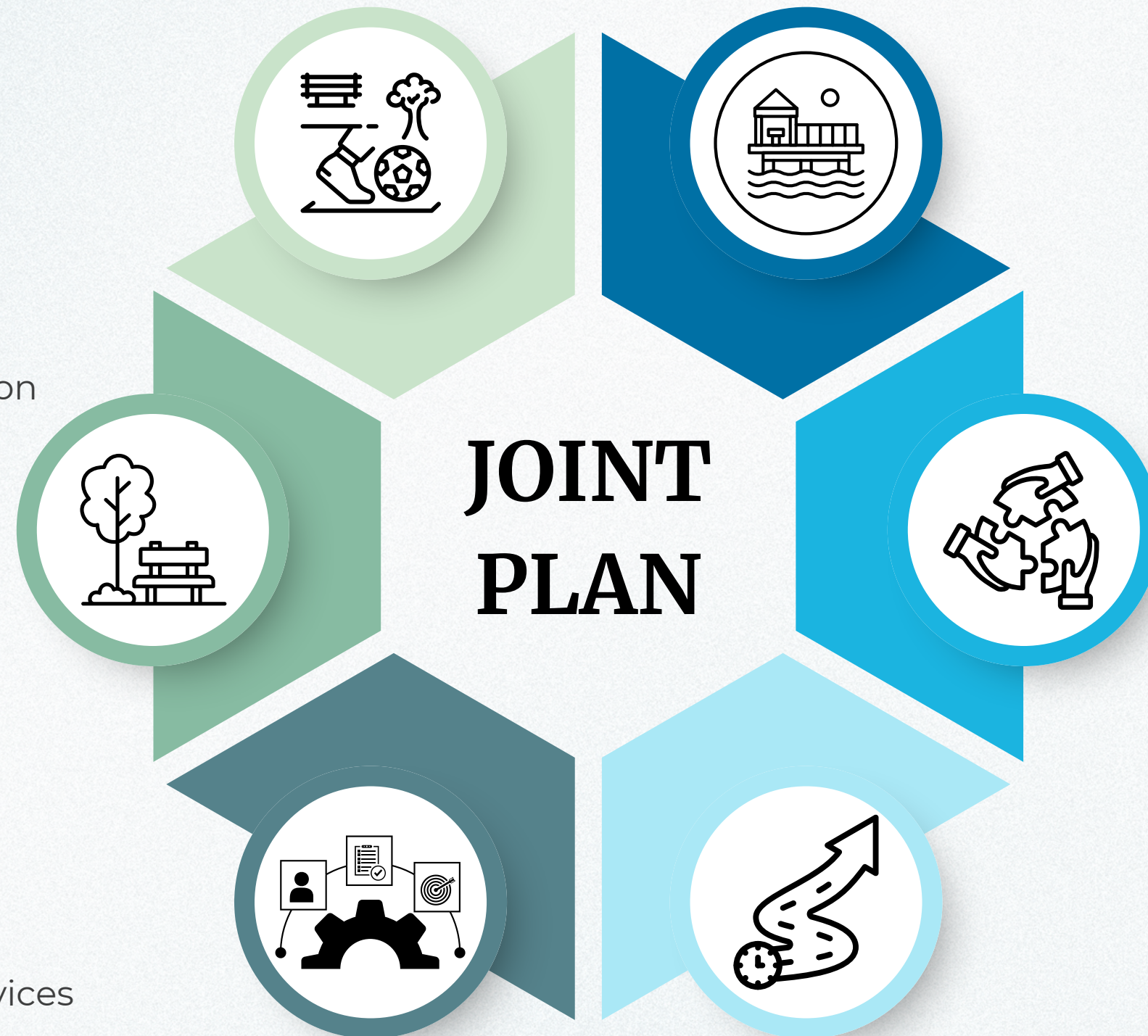
- Adult Programs
- Youth Programs
- Senior & Lifelong Learning Programs
- Community Programming
- Adaptive & Inclusive Recreation

Parks

- Playgrounds & Shelters
- Sports Fields & Courts
- Trails & Pathways
- Dog Parks & Gardens
- Open Green Space
- Activity Centers

Operations

- Finance & Budgeting
- Reservations & Permits
- Maintenance & Custodial Services
- Staffing & Volunteers
- Technology / Software Integration
- Marketing & Communications



Lakefront & Lake Parks

- Boat Slips & Pier Management
- Beach Operations
- Riviera Building
- Harbors & Launch

Collaboration

- YMCA, School District, Nonprofit Partners
- Strategic Funding Opportunities & Partners
- Interdepartmental Coordination (Police, DPW, Finance)

Future Developments

- Hillmoor as a park
- Strategic Infrastructure Implementation