



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

Common Council Agenda
Monday, March 9, 2026 - 6:00 PM
Lake Geneva City Hall; Council Chambers

Members:

Mayor Todd Krause, Council President Mary Jo Fesenmaier, Council Vice President Cindy Yager, Alderpersons: Sherri Ames, Linda Frame, Joel Hoiland, JaNelle Powers, Brian Smith and Cathy Stoodley

1. Call to Order
2. Pledge of Allegiance
3. Roll Call
4. Awards, Presentations, Proclamations, and Announcements
5. Reconsider business from previous meeting
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. Acknowledgement of Correspondence
8. City Administrator's Report
9. Consent Agenda-Any item listed on the consent agenda may be removed at the request of any member of the Council. The request requires no second, is not discussed, and is not voted upon.
 - a. Approve the Regular Council Minutes from February 23, 2026
 - b. Acceptance of the Pre-Paid and Regular Check Reports
 - c. Agent Change filed by Harbor Shores Hotel Management Inc dba Harbor Shores on Lake Geneva to Virginia Krunic
 - d. Public Event Permit application filed by the Friends of Hillmoor for the Blooming Love event on May 2, 2026, at Hillmoor
 - e. Public Event Permit application filed by Fixion Skate Park Project Inc for the Trade Skateboard Demo on May 30, 2026, located at the Lake Geneva Skate Park-Dunn Field
10. Items removed from the Consent Agenda
11. Resolutions and Ordinances
 - a. Resolution 26-R10: A resolution authorizing the issuance of a Conditional Use Permit (CUP) filed by Katie Coderre for a request to construct a second floor addition within the Estate Residential-1 (ER-1) zoning district for the property located at 1624 N Lake Shore Drive, Tax Key No. ZLM 00037

- b. Resolution 26-R11: A resolution authorizing the issuance of a Limited Conditional Use Permit (CUP) filed by AMB Holdings to operate a Commercial Indoor Lodging facility at 830 Williams Street, Tax Key No. ZRA00017
 - c. Ordinance 26-02: An ordinance amending Section 2-49, Standing committees of Article II, City Council and Subsection (a) Report to Council of Section 2-361, Procedure of Division 2, Claims of Article VI, Finance, and Section 2-501, Meetings to be televised and livestreamed of Article IX, MEETINGS of Chapter 2, Administration of the Municipal Code of the City of Lake Geneva, Wisconsin removing the Finance, Licensing and Regulation Committee as a municipal body in the City of Lake Geneva, Wisconsin
 - d. Ordinance 26-03: An ordinance amending subsection (2)(b) Section 98-803, Definitions, of Article 8, Signage Regulations of Chapter 98, Zoning of the Municipal Code of the City of Lake Geneva, adding the term “Building entrance” and providing a definition and amending subsection (D)(2), Sandwich Board Sign, Figure 98-811(1) Business Sign—Permanent Group, Section 98-811 Permitted Sign Rules of Article 8 Signage Regulations of Chapter 98, Zoning of the Municipal Code of the City of Lake Geneva, amending the way sign number is determined
12. Discussion/Action regarding approval of G. Moxie communications consultant for HWY 50 project (*continued from the February 23rd Council meeting*)
 13. Discussion/Action regarding approval of the contract for the Rapid Flashing Beacon at Badger High School to Outdoor Lighting Construction CO., Inc in the amount of \$13,600.00
 14. Discussion/Action regarding allocation of \$7,500 from 2023 to 2025 bonding cycle surplus funds for the installation of a divider fence at the Dunn Pickleball Courts with installation to be completed prior to the scheduled May 16th grand opening
 15. Discussion/Action regarding the recognition of the International Association of Fire Fighters as the City of Lake Geneva Fire Fighters Union Representative
 16. Discussion/Action regarding Proposed Language Changes to Allow Two Alderpersons to Request an Item to be placed on Committee Agendas
 17. Adjournment

<p>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.</p>
--



Memo:
To: Common Council
From: David De Angelis, City Administrator
Date: March 6, 2026
Re: Council Agenda and Updates

Please find below my comments on agenda items as well as any new information to share with the council.

AGENDA COMMENTS

12. As per the discussion from the last Council meetings request for additional information regarding roles, responsibilities and who is accountable for all of the various tasks moving forward I have met with both the communications sub-group from the Mayors Task Force and the G. moxie. Included in this packet is a flow chart that was developed at the sub committee outlining roles across the different groups as well as a chart identifying the tasks who is responsible and at what level that was prepared by G. moxie. I believe these together demonstrate how this process would proceed if approved and also helps better identify the depth of the work and effort involved.

It is my recommendation the Council approve hiring G. moxie and authorize the Mayor and the City Attorney to review and sign the necessary contract.

13. This item is the flashing beacon that was approved for the crosswalk at Badger High School and is the result of going back out for quotes after some redesign that was necessary after discovery of an undocumented gas line in the project area. This project is anticipated to be started after school is completed and before July 13th. The school district is contributing half of the cost of the beacon.

I am recommending approval.

15. Attached is the memo that was prepared for the Personnel Committee which was canceled last week. This is a voluntary recognition of our firefighters new union representatives. Previously they have been self represented but have chosen to seek representation from the International Association of Fire Fighters for primarily the purpose of access to additional training and benefits associated with the organization. It is not anticipated that there will be any changes to the bargaining process and the existing agreement will stay in place until a new one is negotiated.

I am recommending approval of this item.

16. As the Council considers this item, I would just like to point out the following considerations.

- The members of the Council already have the ability to place items on the Council for referral to committees if there is not the ability to get it placed on the committee agendas by the chair of the committee
- The Committee of the Whole offers an additional opportunity to have any item forwarded to any committee of City including those items brought up during public comment.
- If the Council wishes to move forward and allow for two alders to put items onto agendas the existing policy 103 will need to be amended to reflect the same language as being proposed in the draft ordinance.

UPDATES:

1. Channel 25 is in final calibration and geofencing with Spectrum. I should be getting an update on our status on Monday or Tuesday next week that will hopefully include our go live date.
2. This week our next strategic planning session will be held on Wednesday March 11th. The Council session will be starting at 3 pm concluding at 5 pm and the public session will be at the Riveria starting at 6 pm. As of the writing of this memo, we are at 515 responses to the survey.
3. Staff met with DOT representative to go through some final details prior to the upcoming PIM on March 19th here at City Hall in the police training room. The dates for the construction and letting have not changed at this point and the project is scheduled for fall of 2026 for the start of private utility work and February of 2027 for public utility work. The project staging has been further identified with the core of the downtown being done in 2028 along with resurfacing east of the downtown. We received the invitation for the PIM and it has been posted to our website and to our Facebook page.
4. We continue to work on the operational plan for the trolley and gather further information for any alternatives. At this time, we have received one proposal to operate the trolley and are working on a second, we have initiated conversation with the School District about our use of Maple Park for additional parking and requesting the possible use of parking at either the middle school or high school for an additional remote parking area. We have also identified that at this time we do not have the internal capacity to have someone do daily supervision and scheduling, so we are accounting for an additional seasonal staff person for that purpose. I am hopeful that we will be able to bring this item to the next Council meeting.

City of Lake Geneva Common Council Minutes
Monday, February 23, 2026 - 6:00 PM
Lake Geneva City Hall; Council Chambers

Call to Order

by Mayor Krause at 6:00 pm.

Pledge of Allegiance

by Alder Stoodley.

Roll Call

Present: Todd Krause, Sherri Ames, JaNelle Powers, Linda Frame, Brian Smith, Joel Hoiland, Cathy Stoodley and Cynthia Yager. Absent: Mary Jo Fesenmaier. Others present: City Administrator Dave De Angelis, City Clerk Lacey L. Reynolds, City Attorney Dan Draper, Finance Director Laura Pisarcik, Parking Manager Beth Gehris-Padro and other interested persons.

Awards, Presentations, Proclamations, and Announcements

None.

Reconsider business from previous meeting

None.

Comments from the public as allowed by Wis. Stats. §19.84(2), limited to items on this agenda, except for public hearing items. Comments will be limited to 5 minutes

Tom Keefe spoke regarding item 15.

Acknowledgement of Correspondence

None.

City Administrator's Report

Administrator De Angelis reported that there is a connectivity issue with Channel 25, the next Strategic Planning Sessions will be March 11th, and 12th and a public information session will be held soon regarding the HWY 50 reconstruction.

Consent Agenda-Any item listed on the consent agenda may be removed at the request of any member of the Council. The request requires no second, is not discussed, and is not voted upon.

Motion by Ames to approve items a-i, second by Powers. Voice vote, approved, motion carried.

Approve the Regular Council Minutes of February 9, 2026

Acceptance of the Pre-Paid and Regular Check Reports

Public Event Permit application filed by the Lake Geneva Jaycees for the Lake Geneva Jaycee Easter Egg Hunt on April 4, 2026, at Seminary Park

Public Event Permit with Street Closure application filed by Badger High School for the Badger High School Graduation Ceremony on June 7, 2026

Public Event Permit with Street Closure application filed by the Geneva Lake Arts Foundation for Art in the Park from August 7 to 9, 2026 at Flat Iron Park

Public Event Permit with Street Closure application filed by the Lake Geneva Jaycees for Venetian Festival 2026 from August 17 to 24, 2026 in Flat Iron, Seminary, and Library Parks

Fireworks Permit Application filed by the Lake Geneva Jaycees for August 23, 2026, at dusk

Temporary Class "B" Beer / "Class C" Wine License application filed by the Lake Geneva Jaycees for Venetian Festival from August 17 to 24, 2026, at Flat Iron Park, Andrew Glass, Agent

Public Event Permit with Street Use application filed by J3 Events, Inc for the Geneva Lake Distilling Wine Run 5k on September 7, 2026

Items removed from the Consent Agenda

None.

Ordinances & Resolutions

Resolution 26-R08: A resolution approving preliminary 2026 Sidewalk Assessments

Motion by Frame to approve, second by Powers. Voice vote, approved, motion carried.

Resolution 26-R09: A resolution amending Schedule of Fees – Parking fees

Motion by Ames to approve, second by Stoodley. Discussion took place. Voice vote, 6-approved, 1-opposed (Frame), motion carried.

Discussion/Action regarding approval of an Original Class "B" Beer / Above Quota "Class B" Liquor License application filed by the Geneva Area Foundation dba Horticultural Hall, 330 Broad St, Elizabeth Gallagher, Agent (Approval recommended by FLR Committee on 02.17.26)

Motion by Stoodley to approve and waive the statutory provision prohibiting issuance of a "Class B" Liquor license within 300 ft of a church, second by Hoiland. Voice vote, approved, motion carried.

Discussion/Action regarding city beach bracelets with QR code (Approval recommended by PHL Committee 02.10.26)

Motion by Yager to approve, second by Smith. Discussion took place. Voice vote, approved, motion carried.

Discussion/Action regarding approval of NeoGov HRIS Software in the amount of \$74,858.55 (Approval recommended by FLR Committee 02.17.26)

Motion by Ames to approve, second by Smith. Discussion took place. Voice vote, approved, motion carried.

Discussion/Action regarding approval of G. Moxie communications consultant for HWY 50 project (forwarded by FLR Committee without recommendation)

Alder Ames made a motion to approve, second by Yager. Discussion took place. Motion by Hoiland to continue to the next meeting, second by Smith. Discussion continued. Voice vote, approved, motion carried.

Discussion/Action to eliminate the Finance, Licensing, and Regulation Committee as a public body for the City of Lake Geneva

Motion by Ames to approve eliminating the FLR Committee, second by Yager. Discussion took place. Voice vote, 6-approved, 1 opposed (Hoiland), motion carried.

Mayoral Appointment

Luke Pfeifer - Tourism Commission term expires May 1, 2026

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

Adjournment

Motion by Ames to adjourn, second by Stoodley. Voice vote, approved, motion carried. Adjourned at 7:06 pm.

Lacey L. Reynolds
City Clerk

Report Criteria:

Detail report.
Invoices with totals above \$0.00 included.
Paid and unpaid invoices included.
Invoice.Batch = "02202026","PP12312025G","PP12312025H","02272026"

Invoice Number	Invoice Date	Description	GL Account and Title	Net Invoice Amount
AMAZON CAPITAL SERVICES				
89C4-DEC 202	12/03/2025	COFFEE POT RETURN-STAFF P	11-10-00-51390 STAFF APPRECIATION	89.95-
89C4-DEC 202	12/03/2025	COFFEE POT-STAFF PARTY DO	11-10-00-51390 STAFF APPRECIATION	89.95
89C4-DEC 202	12/03/2025	STAFF HOLIDAY PARTY DOOR	11-10-00-51390 STAFF APPRECIATION	44.99
89C4-DEC 202	12/03/2025	STAFF HOLIDAY PARTY DOOR	11-10-00-51390 STAFF APPRECIATION	9.99
89C4-DEC 202	12/03/2025	ICE SCRAPER-B&Z	11-24-00-53990 MISCELLANEOUS EXPENSES	16.99
89C4-DEC 202	12/03/2025	MOUSE PAD W/ WRIST REST	11-16-10-53100 CITY HALL OFFICE SUPPLIES	25.62
89C4-DEC 202	12/03/2025	ETHERNET PORT FOR MUNI C	50-00-00-58000 MISC/COMP EQUIP PURCHASES	12.99
89C4-DEC 202	12/03/2025	METAL RIM KEY TAGS	42-34-50-53400 OPERATING SUPPLIES-ENFORCEMEN	16.18
89C4-DEC 202	12/03/2025	TAB BINDERS-BUDGET BOOKS	11-15-10-53100 OFFICE SUPPLIES	27.68
89C4-DEC 202	12/03/2025	CLEAR TABLE PROTECTOR	11-24-00-53990 MISCELLANEOUS EXPENSES	35.99
89C4-DEC 202	12/03/2025	PLASTIC STORAGE BIN	11-69-30-53990 PLAN COMMISSION MISC EXP	16.49
89C4-DEC 202	12/03/2025	3 RING BINDERS	11-24-00-53990 MISCELLANEOUS EXPENSES	12.59
89C4-DEC 202	12/03/2025	ADDRESS LABELS	11-69-30-53990 PLAN COMMISSION MISC EXP	27.44
89C4-DEC 202	12/03/2025	COFFEE CUPS	11-14-30-53110 BALLOTS/OTHER ELECTION EXPENSE	24.69
89C4-DEC 202	12/03/2025	11 PIECE STACKABLE DRAWER	11-14-30-53110 BALLOTS/OTHER ELECTION EXPENSE	24.59
89C4-DEC 202	12/03/2025	FOLDABLE PUSH CART	11-14-30-53110 BALLOTS/OTHER ELECTION EXPENSE	45.29
89C4-DEC 202	12/03/2025	2026 WALL CALENDAR	11-14-30-53110 BALLOTS/OTHER ELECTION EXPENSE	13.36
89C4-DEC 202	12/03/2025	LAMINATING SHEETS	11-16-10-53100 CITY HALL OFFICE SUPPLIES	21.24
89C4-DEC 202	12/03/2025	DIXIE LARGE PAPER PLATES	11-14-30-53110 BALLOTS/OTHER ELECTION EXPENSE	14.48
89C4-DEC 202	12/03/2025	UPS BATTERY BACKUP BATTE	11-14-30-53110 BALLOTS/OTHER ELECTION EXPENSE	189.99
89C4-DEC 202	12/03/2025	DYMO MAILING ADDRESS LAB	11-16-10-53100 CITY HALL OFFICE SUPPLIES	21.69
89C4-DEC 202	12/03/2025	DAWN POWERWASH	11-16-10-53500 CITY HALL BLDG MAINT SUPPLIES	16.88
89C4-DEC 202	12/03/2025	GEL PENS, BLACK INK STAMP P	11-12-00-53100 MUNICIPAL CT OFFICE SUPPLIES	28.58
89C4-DEC 202	12/03/2025	STAPLES, 2026 WEEKLY PLANN	11-12-00-53100 MUNICIPAL CT OFFICE SUPPLIES	24.51
89C4-DEC 202	12/03/2025	2026 DESK CALENDAR	11-16-10-53100 CITY HALL OFFICE SUPPLIES	7.99
89C4-DEC 202	12/03/2025	STORAGE BIN	11-69-30-53990 PLAN COMMISSION MISC EXP	16.49
89C4-DEC 202	12/03/2025	3 RING BINDERS	11-24-00-53990 MISCELLANEOUS EXPENSES	12.59
89C4-DEC 202	12/03/2025	STAFF HOLIDAY PARTY DOOR	11-10-00-51390 STAFF APPRECIATION	199.74
89C4-DEC 202	12/03/2025	STAFF HOLIDAY PARTY DOOR	11-10-00-51390 STAFF APPRECIATION	13.95
89C4-DEC 202	12/03/2025	STAFF HOLIDAY PARTY DOOR	11-10-00-51390 STAFF APPRECIATION	32.49
89C4-DEC 202	12/03/2025	NET SHIPPING/HANDLING-STA	11-10-00-51390 STAFF APPRECIATION	22.99
89C4-DEC 202	12/03/2025	STAFF HOLIDAY PARTY DOOR	11-10-00-51390 STAFF APPRECIATION	49.99
89C4-DEC 202	12/03/2025	STAFF HOLIDAY PARTY DOOR	11-10-00-51390 STAFF APPRECIATION	140.59
89C4-DEC 202	12/03/2025	STAFF HOLIDAY PARTY DOOR	11-10-00-51390 STAFF APPRECIATION	129.99
89C4-DEC 202	12/03/2025	MISC SUPPLIES-HARBORMAST	40-54-10-53990 BEACH MISCELLANEOUS	62.97
89C4-DEC 202	12/03/2025	POST IT NOTES	11-16-10-53100 CITY HALL OFFICE SUPPLIES	14.79
89C4-DEC 202	12/03/2025	WIRESLESS KEYBOARD AND M	50-00-00-58000 MISC/COMP EQUIP PURCHASES	37.98
89C4-DEC 202	12/03/2025	WIRE HOOKS-CH	11-16-10-53100 CITY HALL OFFICE SUPPLIES	18.08
89C4-DEC 202	12/03/2025	PAPER CLIPS	11-16-10-53100 CITY HALL OFFICE SUPPLIES	5.99
89C4-DEC 202	12/03/2025	SAFETY GLOVES	61-00-00-53900 FIRST AID & SAFETY SUPPLIES	76.44
89C4-DEC 202	12/03/2025	2026 WALL CALENDAR DRY ER	61-00-00-53100 OFFICE SUPPLIES EXPENSE	9.38
89C4-DEC 202	12/03/2025	BATTERY BACKUP SURGE PRO	61-00-00-93800 MAINT-LIFT STATIONS	82.64
89C4-DEC 202	12/03/2025	2026 WALL CALENDAR DRY ER	62-00-00-92100 OFFICE SUPPLIES & EXPENSE	39.22
89C4-DEC 202	12/03/2025	ADDRESS LABELS	62-00-00-92100 OFFICE SUPPLIES & EXPENSE	12.75
89C4-DEC 202	12/03/2025	ADDRESS LABELS	61-00-00-53100 OFFICE SUPPLIES EXPENSE	12.75
89C4-DEC 202	12/03/2025	CREDIT MEMO	99-00-00-54100 LIBRARY ADULT MATERIALS	15.95-
89C4-DEC 202	12/03/2025	CREDIT MEMO	99-00-00-53100 LIBRARY OFFICE SUPPLIES	29.99-
89C4-DEC 202	12/03/2025	CREDIT MEMO	99-00-00-54100 LIBRARY ADULT MATERIALS	92.61-
89C4-DEC 202	12/03/2025	CREDIT MEMO	99-00-00-54100 LIBRARY ADULT MATERIALS	66.99-
89C4-DEC 202	12/03/2025	CREDIT MEMO	99-00-00-52110 GENERAL ADMIN EXPENSES	112.60-

Invoice Number	Invoice Date	Description	GL Account and Title	Net Invoice Amount
89C4-DEC 202	12/03/2025	PROTECTOR SCREEN /PROJE	99-00-00-54150 LIBRARY PROGRAMS	67.63
89C4-DEC 202	12/03/2025	ADULT MATERIALS	99-00-00-54100 LIBRARY ADULT MATERIALS	18.55
89C4-DEC 202	12/03/2025	SNOW AND ICE SCRAPER	99-00-00-55170 LIBRARY OUTREACH	25.47
89C4-DEC 202	12/03/2025	ADULT MATERIALS	99-00-00-54100 LIBRARY ADULT MATERIALS	15.95
89C4-DEC 202	12/03/2025	MISC SUPPLIES	99-00-00-55120 LIBRARY PROCESSING SUPPLIES	49.18
89C4-DEC 202	12/03/2025	ADULT MATERIALS	99-00-00-54100 LIBRARY ADULT MATERIALS	99.61
89C4-DEC 202	12/03/2025	ADULT MATERIALS	99-00-00-54100 LIBRARY ADULT MATERIALS	1,036.65
89C4-DEC 202	12/03/2025	MISC OFFICE SUPPLIES	99-00-00-53100 LIBRARY OFFICE SUPPLIES	367.13
89C4-DEC 202	12/03/2025	YOUTH SUPPLIES	99-00-00-54110 LIBRARY YOUTH MATERIALS	5,234.30
89C4-DEC 202	12/03/2025	ADULT MATERIALS	99-00-00-54100 LIBRARY ADULT MATERIALS	2,149.63
89C4-DEC 202	12/03/2025	ADULT MATERIALS	99-00-00-54100 LIBRARY ADULT MATERIALS	255.07
89C4-DEC 202	12/03/2025	ADULT MATERIALS	99-00-00-54100 LIBRARY ADULT MATERIALS	9,739.65
89C4-DEC 202	12/03/2025	FRONTHOOD LIFT, SHOCK STR	11-22-00-53510 EQUIP MAINT SUPPLIES-FIRE DEPT	28.89
89C4-DEC 202	12/03/2025	MISC OFFICE SUPPLIES	11-22-00-53100 OFFICE SUPPLIES	87.25
89C4-DEC 202	12/03/2025	MISC CANDY-PARADE	11-22-00-57360 DONATION PURCHASES	126.78
89C4-DEC 202	12/03/2025	GARBAGE BAGS, DOORMAT	11-22-00-53500 BLDG MAINT SUPPLIES-FIREHOUSE	90.02
89C4-DEC 202	12/03/2025	MISC OFFICE SUPPLIES	11-22-00-53100 OFFICE SUPPLIES	70.31
89C4-DEC 202	12/03/2025	DUTY HOLSTER ACCESSORY	11-22-00-58110 SPECIALIZED TEAMS EQUIP/SUP	158.11
89C4-DEC 202	12/03/2025	LED DRIVER OFFICE LIGHT	62-00-00-93000 MISCELLANEOUS GENERAL EXP	27.48
89C4-DEC 202	12/03/2025	UTILITY SINK-PLANT B	62-00-00-93200 MAINTENANCE OF GENERAL PLANT	485.00
Total AMAZON CAPITAL SERVICES:				21,486.57

AT&T				
26032	02/01/2026	ETHERNET-FEB	11-21-00-52210 PD TELEPHONE EXPENSE	338.90
262248210202	02/13/2026	RIVIERA ELEVATOR	40-55-20-52210 RIVIERA ELEVATOR PHONE EXPENSE	297.19
262248456702	02/13/2026	POLICE-911 MODEM	11-21-00-52620 PD COMMUNICATION SYS MAINT FEE	610.44
262248471502	02/13/2026	CITY HALL-PORTS	11-16-10-52210 CITY HALL TELEPHONE	604.94
262248567102	02/13/2026	RIVIERA ELEVATOR	40-55-20-52210 RIVIERA ELEVATOR PHONE EXPENSE	302.47
262248714602	02/13/2026	FIRE DEPARTMENT	11-22-00-52210 FIRE TELEPHONE EXPENSE	581.20
262249529902	02/16/2026	LIBRARY - 6 LINES	99-00-00-52210 LIBRARY TELEPHONE EXP	405.05
262249529902	02/16/2026	STREET - 1 LINE	11-32-10-52210 ST DEPT TELEPHONE EXPENSE	67.51
262249529902	02/16/2026	COURT FAX	11-12-00-52210 MUNICIPAL CT TELEPHONE	67.51
262249529902	02/16/2026	CITY HALL-ALARM LINES	11-16-10-52210 CITY HALL TELEPHONE	67.51
262249529902	02/16/2026	CEMETERY - 1 LINE	48-00-00-52210 CEM TELEPHONE EXP	67.51
262249529902	02/16/2026	LOWER RIVIERA - 1 LINE	40-55-20-52210 RIVIERA ELEVATOR PHONE EXPENSE	67.51
262249529902	02/16/2026	UPPER RIVIERA - 2 LINES	40-55-10-52210 TELEPHONE EXPENSE	135.02
262249529902	02/16/2026	FIRE DEPT - 2 LINES	11-22-00-52210 FIRE TELEPHONE EXPENSE	135.02
262249529902	02/16/2026	POLICE - 3 LINES	11-21-00-52210 PD TELEPHONE EXPENSE	202.53
262R72091102	02/12/2026	FEB 911	11-21-00-52620 PD COMMUNICATION SYS MAINT FEE	2,600.00
Total AT&T:				6,550.31

AT&T LONG DISTANCE				
816988240-01	02/04/2026	262-248-8617	61-00-00-53110 TELEPHONE EXPENSE	.14
816988240-01	02/04/2026	262-248-6075	11-22-00-52210 FIRE TELEPHONE EXPENSE	107.58
816988240-01	02/04/2026	262-248-7228	11-22-00-52210 FIRE TELEPHONE EXPENSE	19.89
816988240-01	02/04/2026	262-249-5282	99-00-00-52210 LIBRARY TELEPHONE EXP	60.95
816988240-01	02/04/2026	262-248-4715	11-16-10-52210 CITY HALL TELEPHONE	.64
Total AT&T LONG DISTANCE:				189.20

AT&T MOBILITY				
12026	01/23/2026	CELL PHONE-JAN	11-21-00-52210 PD TELEPHONE EXPENSE	1,596.00
287305350776	01/23/2026	CELL PHONE	11-22-00-58500 EQUIPMENT OUTLAY	3,003.04
287305350776	01/23/2026	CELL PHONE	11-22-00-52210 FIRE TELEPHONE EXPENSE	743.24

Invoice Number	Invoice Date	Description	GL Account and Title	Net Invoice Amount
Total AT&T MOBILITY:				5,342.28
AT&T WISCONSIN				
1024523119	02/07/2026	CITY HALL-IP FLEX- .45	11-16-10-52210 CITY HALL TELEPHONE	307.28
1024523119	02/07/2026	POLICE MAIN-IP FLEX- .45	11-21-00-52210 PD TELEPHONE EXPENSE	307.28
1024523119	02/07/2026	COURT MAIN-IP FLEX .05	11-12-00-52210 MUNICIPAL CT TELEPHONE	34.15
1024523119	02/07/2026	METER-IP FLEX- .05	42-34-50-52210 TELEPHONE EXPENSE	34.14
504132216	01/07/2026	CITY HALL-IP FLEX- .45	11-16-10-52210 CITY HALL TELEPHONE	307.28
504132216	01/07/2026	POLICE MAIN-IP FLEX- .45	11-21-00-52210 PD TELEPHONE EXPENSE	307.28
504132216	01/07/2026	COURT MAIN-IP FLEX .05	11-12-00-52210 MUNICIPAL CT TELEPHONE	34.15
504132216	01/07/2026	METER-IP FLEX- .05	42-34-50-52210 TELEPHONE EXPENSE	34.14
Total AT&T WISCONSIN:				1,365.70
BORO, RAYMOND				
02/23/26	02/06/2026	MEAL REIMB TRAINING-03/08-0	11-21-00-53310 PD MEALS & LODGING	63.00
Total BORO, RAYMOND:				63.00
BOULAND, BROCK				
03/23/26	02/16/2026	REIMB MEALS-TRAINING 04/08/	11-21-00-53310 PD MEALS & LODGING	19.00
Total BOULAND, BROCK:				19.00
CHARTER COMMUNICATIONS				
152473401020	02/01/2026	INTERNET SVC- FEB 2026	11-32-10-52210 ST DEPT TELEPHONE EXPENSE	100.00
152474201021	02/14/2026	INTERNET SVC-FEB 2026	47-70-00-57155 TOURISM MUNICIPAL DEVELOPMENT	119.99
152474301021	02/14/2026	INTERNET SVC-FEB 2026	11-21-00-52210 PD TELEPHONE EXPENSE	359.99
152474401021	02/14/2026	INTERNET SVC-FEB 2026	11-16-10-52210 CITY HALL TELEPHONE	219.99
Total CHARTER COMMUNICATIONS:				799.97
CITY OF LAKE GENEVA BID				
JAN 2026	01/31/2026	WAL CTY S/A JAN 2026	89-00-00-24700 DUE TO BID DISTRICT	401.73
Total CITY OF LAKE GENEVA BID:				401.73
CONWAY SHIELD				
0542964	09/29/2025	HALLIGAN FIRE HOOKS PRO-B	11-22-00-52175 2% FIRE DUES EXPENSES	270.00
Total CONWAY SHIELD:				270.00
EWALD CHEVROLET LLC				
24423	02/12/2026	NEW SQUAD #201	50-21-00-58000 POLICE EQUIPMENT PURCHASES	39,206.00
Total EWALD CHEVROLET LLC:				39,206.00
FEDERAL SIGNAL CORP-SSG				
9021994	09/08/2025	COMMANDER1-SR (9/30/25-9/29	11-29-00-52100 STORM SIRENS MAINT. & REPAIRS	3,308.00
9081760	11/24/2025	COMMANDER1-SR (10 MO CRE	11-29-00-52100 STORM SIRENS MAINT. & REPAIRS	2,756.67-
Total FEDERAL SIGNAL CORP-SSG:				551.33
FULLER, CHARLES				
26FEB2026	02/26/2026	WP#9-RESIDENCY CHANGE DI	40-52-10-46770 BUOY & SLIP LEASES-CITY	602.00

Invoice Number	Invoice Date	Description	GL Account and Title	Net Invoice Amount
Total FULLER, CHARLES:				602.00
GENEVA LAKE ASTROPHYSICS & STREAM INC				
DARK SKY OR	02/10/2026	DONATION TO GLAS FOR ASSI	11-70-00-57800 AVIAN COMMITTEE EXPENSES	50.00
Total GENEVA LAKE ASTROPHYSICS & STREAM INC:				50.00
GOEPPINGER, ELIZABETH				
02032026	02/04/2026	ANIMAL TRACKING PROGRAM	99-00-00-54150 LIBRARY PROGRAMS	250.00
Total GOEPPINGER, ELIZABETH:				250.00
GREETHAM, AARON				
02/18/26	02/18/2026	MEALS REIMB TRAINING-03/04-	11-21-00-53310 PD MEALS & LODGING	56.00
03/23/26	02/16/2026	MEALS REIMB TRAINING-04/08/	11-21-00-53310 PD MEALS & LODGING	19.00
Total GREETHAM, AARON:				75.00
GRITZNER, EDWARD				
02/17/26	02/17/2026	MEAL REIMB TTRAINING-02/08/	11-21-00-53310 PD MEALS & LODGING	55.48
Total GRITZNER, EDWARD:				55.48
JOHN PETERS				
2/11/26	02/11/2026	WSFCA CONFERENCE 02/26-02	11-22-00-51440 FD TRAVEL/MEAL EXPENSES	170.00
Total JOHN PETERS:				170.00
JONES, HEATHER				
MARCH 2026	03/01/2026	RIVIERA EVENTS COORDINATO	47-00-00-57212 RIVIERA MARKETING COORDINATOR	5,833.34
Total JONES, HEATHER:				5,833.34
LAKE GENEVA CONVENTION				
VISIT-FINAL 20	02/13/2026	2025 SHARE ROOM TAX-JAN -D	47-00-00-57100 HOTEL/MOTEL ASSN-CHAM OF COMM	123,601.61
Total LAKE GENEVA CONVENTION:				123,601.61
MUEDINI, SUZANNE				
03/23/26	02/16/2026	MEAL REIMB-TRAINING 04/08/2	11-21-00-53310 PD MEALS & LODGING	19.00
Total MUEDINI, SUZANNE:				19.00
MUTUAL OF OMAHA				
002049346872	02/17/2026	LTD MARCH 2026	11-00-00-21555 LT DISABILITY INS PAYABLE	2,318.92
002049346872	02/17/2026	STD MARCH 2026	11-00-00-21562 ST DISABILITY DEDUCTIONS	1,741.97
002049346872	02/17/2026	ACC MARCH 2026	11-00-00-21564 ACCID INS DEDUCTIONS	607.48
Total MUTUAL OF OMAHA:				4,668.37
NEW EARTH STRATEGIES LLC				
02/28/26	02/28/2026	BI-WEEKLY-HILMOOR COORDI	11-62-01-59900 OTHER PROFESSIONAL SERVICES	1,500.00
Total NEW EARTH STRATEGIES LLC:				1,500.00

Invoice Number	Invoice Date	Description	GL Account and Title	Net Invoice Amount
NICIA, ERICK J				
19FEB2026	02/19/2026	REIMB-NOTARY CERTIFICATIO	40-54-10-53100 BEACH OFFICE SUPPLIES	76.52
Total NICIA, ERICK J:				76.52
REGISTRATION FEE TRUST				
02/16/26	02/16/2026	VIN#2C4RC1CG0TR226952 201-	11-21-00-53610 PD EQUIP MAINT SERV COSTS	219.50
Total REGISTRATION FEE TRUST:				219.50
RICHARD, STEVEN				
02/24/26	02/24/2026	MEAL REIMB-TRAINING 03/01-0	11-21-00-53310 PD MEALS & LODGING	151.00
Total RICHARD, STEVEN:				151.00
SECURIAN FINANCIAL GROUP INC				
MARCH-LIFE-2	02/12/2026	MARCH LIFE 2026	61-00-00-92630 LIFE INSURANCE EXPENSE	9.68
MARCH-LIFE-2	02/12/2026	MARCH LIFE 2026	62-00-00-92630 LIFE INSURANCE EXPENSE	14.05
MARCH-LIFE-2	02/12/2026	MARCH LIFE 2026	11-00-00-21340 LIFE INSURANCE DEDUCTION	217.16
Total SECURIAN FINANCIAL GROUP INC:				240.89
THE STARK COLLECTION AGENCY INC				
30977	09/30/2025	COLLECTION FEES-SEP 2025	42-34-50-52160 CALE CC AND COLLEC FEES	577.50
31257	10/31/2025	COLLECTION FEES-OCT 2025	42-34-50-52160 CALE CC AND COLLEC FEES	953.75
31523	11/26/2025	COLLECTION FEES-NOV 2025	42-34-50-52160 CALE CC AND COLLEC FEES	653.00
31800	12/30/2025	COLLECTION FEES-DEC 25	42-34-50-52160 CALE CC AND COLLEC FEES	929.00
Total THE STARK COLLECTION AGENCY INC:				3,113.25
TODD A THORNE & ASSOCIATES FORENSIC				
26-WI-6-EDU	02/05/2026	EV TECH TRAINING	11-21-00-54100 PD TRAINING EXPENSES	5,500.00
Total TODD A THORNE & ASSOCIATES FORENSIC:				5,500.00
TRIPP, KYLE				
02/23/26	02/06/2026	MEALS REIMB-TRAINING 03/08-	11-21-00-53310 PD MEALS & LODGING	63.00
Total TRIPP, KYLE:				63.00
US CELLULAR				
0788934392	02/12/2026	HARBORMASTER CELL	40-55-10-52210 TELEPHONE EXPENSE	59.69
0788934392	02/12/2026	ADMINISTRATOR CELL	11-16-10-52210 CITY HALL TELEPHONE	52.23
0788934392	02/12/2026	BUILDING INSPECTOR CELL	11-24-00-52620 TELEPHONE EXPENSE	17.74
0788934392	02/12/2026	BEACH CELL	40-54-10-52210 BEACH TELEPHONE	17.24
0788934392	02/12/2026	RIVIERA CELL-HEATHER	47-70-00-57155 TOURISM MUNICIPAL DEVELOPMENT	32.73
0788934392	02/12/2026	PARKING CELL #1	42-34-50-52210 TELEPHONE EXPENSE	38.09
0788934392	02/12/2026	PARKING CELL #2	42-34-50-52210 TELEPHONE EXPENSE	37.77
0788934392	02/12/2026	CITY MAINTENANCE CELL	11-16-10-52210 CITY HALL TELEPHONE	17.74
0788934392	02/12/2026	PARKING SUPERVISOR CELL	42-34-50-52210 TELEPHONE EXPENSE	17.24
0788934392	02/12/2026	CITY CLERK CELL	11-16-10-52210 CITY HALL TELEPHONE	52.73
0788934392	02/12/2026	PARKS SUPERINTENDENT	11-32-10-52210 ST DEPT TELEPHONE EXPENSE	45.73
0788934392	02/12/2026	CEMETERY CELL	48-00-00-52210 CEM TELEPHONE EXP	17.74
0788934392	02/12/2026	STREET DIRECTOR (TOM) CEL	11-32-10-52210 ST DEPT TELEPHONE EXPENSE	70.25
0788934392	02/12/2026	STREET FOREMAN (NEIL) CELL	11-32-10-52210 ST DEPT TELEPHONE EXPENSE	52.73
0788934392	02/12/2026	STREET FOREMAN (BRETT) CE	11-32-10-52210 ST DEPT TELEPHONE EXPENSE	17.74
0788934392	02/12/2026	ARBORIST (JON) CELL	11-32-10-52210 ST DEPT TELEPHONE EXPENSE	22.24

Invoice Number	Invoice Date	Description	GL Account and Title	Net Invoice Amount
0788934392	02/12/2026	PARKING MANAGER CELL	42-34-50-52210 TELEPHONE EXPENSE	17.24
Total US CELLULAR:				586.87
VINDICTIVE VINYL				
6324	02/12/2026	SQUAD CONVERSION-WRAP D	50-21-00-58000 POLICE EQUIPMENT PURCHASES	1,700.00
Total VINDICTIVE VINYL:				1,700.00
WE ENERGIES				
5808471865	02/09/2026	LIBRARY UNIT A	99-00-00-52220 LIBRARY UTILITIES	119.11
5808805464	02/09/2026	5808805464	11-52-00-52240 PARKS GAS HEAT	265.29
5809521246	02/09/2026	1067 CARE ST STORAGE BLDG	11-22-00-52240 FIREHOUSE GAS HEAT	71.83
5809521246	02/09/2026	1067 CARE ST STORAGE BLDG	11-21-00-52220 POLICE IMPOUND BLDG ELECTRIC	71.83
5809666675	02/09/2026	LIBRARY UNIT B	99-00-00-52220 LIBRARY UTILITIES	983.79
5821281621	02/17/2026	CITY HALL GAS/HEAT	11-16-10-52240 CITY HALL GAS HEAT	2,598.55
5821281621	02/17/2026	FIREHOUSE GAS/HEAT	11-22-00-52240 FIREHOUSE GAS HEAT	1,239.07
5821281621	02/17/2026	UPPER RIVIERA GAS/HEAT	40-55-10-52240 UPPER RIVIERA GAS HEAT	451.67
5821281621	02/17/2026	HOST DRIVE WATER TOWER	11-22-00-52240 FIREHOUSE GAS HEAT	736.96
5821281621	02/17/2026	MUSEUM GAS/HEAT	11-51-10-52240 MUSEUM-GAS HEAT	1,442.91
5821281621	02/17/2026	1055 CAREY ST BUILDING	11-32-10-52240 ST DEPT BLDG GAS HEAT	775.45
5821281621	02/17/2026	1065 CAREY ST BUILDING	11-32-10-52240 ST DEPT BLDG GAS HEAT	1,963.33
5821281621	02/17/2026	1070 CAREY ST BUILDING	11-32-10-52240 ST DEPT BLDG GAS HEAT	1,307.18
5821281621	02/17/2026	VETS PARK GAS/HEAT	11-52-01-52240 VETS PARK GAS HEAT	536.23
5821281621	02/17/2026	CEMETERY GAS/HEAT	48-00-00-52240 CEM GAS HEAT EXP	277.04
Total WE ENERGIES:				12,840.24
WILS				
505044	02/13/2026	NEW YORK TIMES-1 YR SUBSC	99-00-00-54100 LIBRARY ADULT MATERIALS	2,850.77
Total WILS:				2,850.77
WISNIEWSKI, JOSEPH				
02/27/26	02/24/2026	MEAL REIMBT TRAINING-03/01-	11-21-00-53310 PD MEALS & LODGING	151.00
Total WISNIEWSKI, JOSEPH:				151.00
Grand Totals:				240,562.93

Invoice Number	Invoice Date	Description	GL Account and Title	Net Invoice Amount
----------------	--------------	-------------	----------------------	--------------------

Dated: _____

Mayor: _____

City Council: _____

City Recorder: _____

Report Criteria:

Detail report.

Invoices with totals above \$0.00 included.

Paid and unpaid invoices included.

Invoice.Batch = "02202026","PP12312025G","PP12312025H","02272026"

Report Criteria:

Detail report.
 Invoices with totals above \$0.00 included.
 Only unpaid invoices included.
 Invoice.Batch = "03042026","03042026A"
 Invoice.Detail.GL account (2 Characters) = {<>} "61"
 Invoice.Detail.GL account (2 Characters) = {<>} "62"

Invoice Number	Invoice Date	Description	GL Account and Title	Net Invoice Amount
A+ GRAPHICS & PRINTING				
51305	02/11/2026	PICTURE FRAMING, FOAM COR	11-70-00-57200 HISTORIC PRESERVATION	154.23
Total A+ GRAPHICS & PRINTING:				154.23
ALL PRO CLEANING SYSTEMS				
5898	02/12/2026	6 WEEK CLEANING-JAN 31 26 T	99-00-00-53600 LIBRARY BLDG MAINT SERVICES	2,392.00
Total ALL PRO CLEANING SYSTEMS:				2,392.00
AM TOWING INC				
W 1-26000	02/24/2026	TRUCK 19 REPAIRS	11-32-10-53510 VEHICLE/EQUIPMENT MAINTENANCE	19,496.99
Total AM TOWING INC:				19,496.99
AURORA HEALTH CARE INC				
CINV035498	02/13/2026	EMP CLINIC JAN 2026	11-10-20-51320 HEALTH AND DENTAL ADMIN CHGS	2,700.00
Total AURORA HEALTH CARE INC:				2,700.00
AURORA MEDICAL GROUP				
1836633	02/01/2026	DILLON,COLETON-DRUG SCRE	11-32-10-52050 DRUG AND MEDICAL TESTING	53.00
1836633	02/01/2026	LOESCH III, CLAYTON-DRUG S	11-32-10-52050 DRUG AND MEDICAL TESTING	53.00
1836633	02/01/2026	JACOBS,CHAD-DRUG SCREEN	11-32-10-52050 DRUG AND MEDICAL TESTING	53.00
1836633	02/01/2026	WASWO,NEIL-DRUG SCREEN	11-32-10-52050 DRUG AND MEDICAL TESTING	53.00
1836633	02/01/2026	MORAN,AMANDA-EXAM,DRUG	42-34-50-53990 PARKING MISC EXPENSES	111.00
1836633	02/01/2026	MARSELLE,TODD-EXAM,DRUG	42-34-50-53990 PARKING MISC EXPENSES	111.00
Total AURORA MEDICAL GROUP:				434.00
BAIRD, HANNAH				
BM976361-1	02/09/2026	BAIRD_BN976361-1	11-12-00-45100 COURT PENALTIES & FINES	436.90
Total BAIRD, HANNAH:				436.90
BROOKS TRACTOR INC				
T30655	02/23/2026	FILTER ELEMENT -128	11-32-10-53510 VEHICLE/EQUIPMENT MAINTENANCE	226.50
Total BROOKS TRACTOR INC:				226.50
BUMPER TO BUMPER				
662-509547	02/18/2026	RED LAMP- LAWN TRAILER	11-32-10-53510 VEHICLE/EQUIPMENT MAINTENANCE	17.98
Total BUMPER TO BUMPER:				17.98
COLUMN SOFTWARE PBC				
C2330076-011	02/10/2026	CC MIN 01.26.26	11-10-00-53140 OFFICIAL PUBLICATIONS & NOTICE	224.84
C2330076-012	02/19/2026	PC-056	11-10-00-53140 OFFICIAL PUBLICATIONS & NOTICE	74.14

Invoice Number	Invoice Date	Description	GL Account and Title	Net Invoice Amount
Total COLUMN SOFTWARE PBC:				298.98
DEKIND COMPUTER CONSULTANTS				
44501	02/18/2026	SAMSUNG LED MONITORS	50-00-00-58000 MISC/COMP EQUIP PURCHASES	846.96
44502	02/18/2026	HP ZBOOK , USB DOCK - CODE	50-00-00-58000 MISC/COMP EQUIP PURCHASES	2,306.58
Total DEKIND COMPUTER CONSULTANTS:				3,153.54
DUNN LUMBER				
2308473	02/12/2026	FOAM BRUSH	40-55-20-53500 BLDG MAINT SUPPLIES-LOWER RIV	6.95
2308664	02/12/2026	NUTS AND BOLTS, FRAMING S	11-32-10-53500 BLDG MAINT SUPPLIES-STR DEPT	60.47
2310377	02/16/2026	NUTS & BOLTS	11-32-10-53400 OPERATING SUPPLIES-STREET DEPT	14.49
2312040	02/17/2026	NUTS AND BOLTS FOR SIGNS	11-34-10-53740 STREET IDENTIFICATION SIGNS	16.28
2312613	02/17/2026	PROPANE	11-32-10-53700 ROAD MAINTENANCE SUPPLIES	23.99
2312676	02/17/2026	SHOVEL, DAWN SOAP, GRINDI	48-00-00-53400 CEM OPERATING SUPPLIES	130.94
2313008	02/18/2026	CLEAR CAULK, NUTS AND BOL	11-32-10-53500 BLDG MAINT SUPPLIES-STR DEPT	29.34
2313260	02/18/2026	HOLE SAW BI METAL, DEMOLIT	11-32-10-53400 OPERATING SUPPLIES-STREET DEPT	25.37
2313682	02/18/2026	SPRAY PAINT	11-32-12-53400 OPERATING SUPPLIES-SNOW & ICE	22.77
2313963	02/18/2026	BITS, LUBRICANT, ROD	11-32-10-53400 OPERATING SUPPLIES-STREET DEPT	83.13
2315128	02/19/2026	WATERPROOF GLUE	11-32-10-53400 OPERATING SUPPLIES-STREET DEPT	8.99
2315680	02/20/2026	TRAY LINER PLASTIC, PAINTER	11-32-10-53510 VEHICLE/EQUIPMENT MAINTENANCE	13.97
2316989	02/23/2026	ROD, DOOR PULLY, NUTS AND	11-32-10-53400 OPERATING SUPPLIES-STREET DEPT	74.94
2317244	02/23/2026	SQUARE TUBE, BLACK SPRAY,	11-32-10-52500 ST DEPT EQUIPMENT REPAIRS	79.96
2319059	02/24/2026	ORG GND WIRE	11-32-10-53400 OPERATING SUPPLIES-STREET DEPT	8.99
2319517	02/25/2026	STOPS RUS, NUTS AND BOLTS	11-32-10-53510 VEHICLE/EQUIPMENT MAINTENANCE	23.52
Total DUNN LUMBER:				624.10
ENTRANCE SYSTEMS LLC				
62866	02/17/2026	DPW GATE REPAIR	11-32-10-53600 ST DEPT BLDG MAINT SERV COSTS	728.16
Total ENTRANCE SYSTEMS LLC:				728.16
FERTILIZER DEALER SUPPLY				
2039719	02/19/2026	BRINE TANK-ADAPTER, FLANG	11-32-12-53400 OPERATING SUPPLIES-SNOW & ICE	132.14
2040360	02/23/2026	MAINFOLD BOLTED,FLANGE G	11-32-12-53400 OPERATING SUPPLIES-SNOW & ICE	48.64
2040993	02/25/2026	FLANGE POLY	11-32-12-53400 OPERATING SUPPLIES-SNOW & ICE	31.09
Total FERTILIZER DEALER SUPPLY:				211.87
FORD OF LAKE GENEVA				
90333	02/11/2026	RANGER OIL CHANGE	42-34-50-53510 VEHICLE/EQUIPMENT MAINT	274.27
90351	02/04/2026	FORD EXPLORER-COOLANT LE	11-24-00-53410 VEHICLE-FUEL & OIL	166.41
Total FORD OF LAKE GENEVA:				440.68
GFC LEASING - WI				
1537398	02/13/2026	COPIER LEASE- MARCH 2026	99-00-00-55320 LIBRARY EQUIP LEASES & MAINT	247.81
Total GFC LEASING - WI:				247.81
GFL ENVIRONMENTAL				
V20000017306	02/15/2026	LANDFILL USE	11-36-00-52960 SOLID WASTE-STREET DEPT	164.85
Total GFL ENVIRONMENTAL:				164.85

Invoice Number	Invoice Date	Description	GL Account and Title	Net Invoice Amount
GILA LLC				
INV14704	02/16/2026	TAX ACH CHARGEBACK MONT	11-10-00-53980 BANK CHARGES	15.00
Total GILA LLC:				15.00
GIRAFFE ELECTRIC II INC				
26-0160	02/04/2026	HVAC-BASEMENT - INSTALL AN	43-99-00-17010 LIBRARY CAPITAL PROJECTS	2,800.00
Total GIRAFFE ELECTRIC II INC:				2,800.00
HAWLEY ASPHALT MAINTENANCE				
195991	11/12/2025	COUNTRY CLUB DR, SOUTH S	11-32-10-53700 ROAD MAINTENANCE SUPPLIES	4,300.00
Total HAWLEY ASPHALT MAINTENANCE:				4,300.00
HEYER TRUE VALUE				
391608	02/25/2026	POWER EQUIPMENT REPAIR	11-32-10-52500 ST DEPT EQUIPMENT REPAIRS	90.97
Total HEYER TRUE VALUE:				90.97
INDUSTRIAL TRUCK REPAIR				
134477	01/17/2026	FORKLIFT REPAIR	11-32-10-52500 ST DEPT EQUIPMENT REPAIRS	465.00
Total INDUSTRIAL TRUCK REPAIR:				465.00
INGRAM BOOK COMPANY				
94429044	02/11/2026	ADULT BOOKS- CREDIT	99-00-00-54100 LIBRARY ADULT MATERIALS	12.40-
94471830	02/13/2026	MATERIALS	99-00-00-55120 LIBRARY PROCESSING SUPPLIES	3.26
94471830	02/13/2026	ADULT BOOKS	99-00-00-54100 LIBRARY ADULT MATERIALS	34.35
94471831	02/13/2026	ADULT BOOKS	99-00-00-54100 LIBRARY ADULT MATERIALS	81.40
94471831	02/13/2026	PROCESSING MATERIALS	99-00-00-55120 LIBRARY PROCESSING SUPPLIES	8.15
94471832	02/13/2026	ADULT BOOKS	99-00-00-54100 LIBRARY ADULT MATERIALS	16.74
94471832	02/13/2026	PROCESSING MATERIALS	99-00-00-55120 LIBRARY PROCESSING SUPPLIES	1.63
94471833	02/13/2026	ADULT BOOKS	99-00-00-54100 LIBRARY ADULT MATERIALS	19.51
94471833	02/13/2026	MATERIALS	99-00-00-55120 LIBRARY PROCESSING SUPPLIES	1.63
94471834	02/13/2026	ADULT BOOKS	99-00-00-54100 LIBRARY ADULT MATERIALS	124.00
94471834	02/13/2026	MATERIALS	99-00-00-55120 LIBRARY PROCESSING SUPPLIES	11.41
94499307	02/15/2026	MATERIALS	99-00-00-55120 LIBRARY PROCESSING SUPPLIES	1.63
94499307	02/15/2026	ADULT BOOKS	99-00-00-54100 LIBRARY ADULT MATERIALS	30.96
94499308	02/15/2026	ADULT BOOKS	99-00-00-54100 LIBRARY ADULT MATERIALS	12.05
94499308	02/15/2026	MATERIALS	99-00-00-55120 LIBRARY PROCESSING SUPPLIES	1.63
94499309	02/15/2026	YOUTH BOOKS	99-00-00-54110 LIBRARY YOUTH MATERIALS	105.66
94499309	02/15/2026	MATERIALS	99-00-00-55120 LIBRARY PROCESSING SUPPLIES	11.41
94542320	02/17/2026	ADULT BOOKS	99-00-00-54100 LIBRARY ADULT MATERIALS	36.00
94542320	02/17/2026	PROCESSING MATERIALS	99-00-00-55120 LIBRARY PROCESSING SUPPLIES	3.26
94567514	02/17/2026	ADULT BOOKS- CREDIT	99-00-00-54100 LIBRARY ADULT MATERIALS	1.32-
94577741	02/18/2026	ADULT BOOKS	99-00-00-54100 LIBRARY ADULT MATERIALS	76.48
94577741	02/18/2026	MATERIALS	99-00-00-55120 LIBRARY PROCESSING SUPPLIES	8.15
94577742	02/18/2026	ADULT BOOKS	99-00-00-54100 LIBRARY ADULT MATERIALS	36.68
94577742	02/18/2026	MATERIALS	99-00-00-55120 LIBRARY PROCESSING SUPPLIES	1.63
94577743	02/18/2026	ADULT BOOKS	99-00-00-54100 LIBRARY ADULT MATERIALS	66.15
94577743	02/18/2026	MATERIALS	99-00-00-55120 LIBRARY PROCESSING SUPPLIES	6.52
94577744	02/18/2026	ADULT BOOKS	99-00-00-54100 LIBRARY ADULT MATERIALS	107.21
94577744	02/18/2026	MATERIALS	99-00-00-55120 LIBRARY PROCESSING SUPPLIES	8.15
94577745	02/18/2026	ADULT BOOKS	99-00-00-54100 LIBRARY ADULT MATERIALS	36.72
94577745	02/18/2026	MATERIALS	99-00-00-55120 LIBRARY PROCESSING SUPPLIES	1.63
94577746	02/18/2026	ADULT BOOKS	99-00-00-54100 LIBRARY ADULT MATERIALS	19.48

Invoice Number	Invoice Date	Description	GL Account and Title	Net Invoice Amount
94577746	02/18/2026	PROCESSING MATERIALS	99-00-00-55120 LIBRARY PROCESSING SUPPLIES	1.63
94577747	02/18/2026	ADULT BOOKS	99-00-00-54100 LIBRARY ADULT MATERIALS	18.05
94577747	02/18/2026	PROCESSING MATERIALS	99-00-00-55120 LIBRARY PROCESSING SUPPLIES	1.63
94577748	02/18/2026	ADULT BOOKS	99-00-00-54100 LIBRARY ADULT MATERIALS	19.50
94577748	02/18/2026	PROCESSING MATERIALS	99-00-00-55120 LIBRARY PROCESSING SUPPLIES	1.63
94605320	02/19/2026	YOUTH BOOKS	99-00-00-54110 LIBRARY YOUTH MATERIALS	9.38
94605320	02/19/2026	PROCESSING MATERIALS	99-00-00-55120 LIBRARY PROCESSING SUPPLIES	1.63
94605321	02/19/2026	ADULT BOOKS	99-00-00-54100 LIBRARY ADULT MATERIALS	19.28
94605321	02/19/2026	PROCESSING MATERIALS	99-00-00-55120 LIBRARY PROCESSING SUPPLIES	1.63
94605322	02/19/2026	ADULT BOOKS	99-00-00-54100 LIBRARY ADULT MATERIALS	16.59
94605322	02/19/2026	PROCESSING MATERIALS	99-00-00-55120 LIBRARY PROCESSING SUPPLIES	1.63
94605323	02/19/2026	ADULT BOOKS	99-00-00-54100 LIBRARY ADULT MATERIALS	39.30
94605323	02/19/2026	PROCESSING MATERIALS	99-00-00-55120 LIBRARY PROCESSING SUPPLIES	3.26
94605324	02/19/2026	ADULT BOOKS	99-00-00-54100 LIBRARY ADULT MATERIALS	19.26
94605324	02/19/2026	PROCESSING MATERIALS	99-00-00-55120 LIBRARY PROCESSING SUPPLIES	1.63
94605325	02/19/2026	ADULT BOOKS	99-00-00-54100 LIBRARY ADULT MATERIALS	17.67
94605325	02/19/2026	PROCESSING MATERIALS	99-00-00-55120 LIBRARY PROCESSING SUPPLIES	1.63
94605326	02/19/2026	ADULT BOOKS	99-00-00-54100 LIBRARY ADULT MATERIALS	157.41
94605326	02/19/2026	PROCESSING MATERIALS	99-00-00-55120 LIBRARY PROCESSING SUPPLIES	19.56
94605327	02/19/2026	YOUTH BOOKS	99-00-00-54110 LIBRARY YOUTH MATERIALS	324.12
94605327	02/19/2026	MATERIALS	99-00-00-55120 LIBRARY PROCESSING SUPPLIES	47.27
94605328	02/19/2026	ADULT BOOKS	99-00-00-54100 LIBRARY ADULT MATERIALS	34.43
94605328	02/19/2026	MATERIALS	99-00-00-55120 LIBRARY PROCESSING SUPPLIES	3.26
94605329	02/19/2026	YOUTH BOOKS	99-00-00-54110 LIBRARY YOUTH MATERIALS	32.89
94605329	02/19/2026	MATERIALS	99-00-00-55120 LIBRARY PROCESSING SUPPLIES	4.89
94635881	02/20/2026	ADULT BOOKS	99-00-00-54100 LIBRARY ADULT MATERIALS	19.50
94635881	02/20/2026	PROCESSING MATERIALS	99-00-00-55120 LIBRARY PROCESSING SUPPLIES	1.63
94720016	02/24/2026	ADULT BOOKS	99-00-00-54100 LIBRARY ADULT MATERIALS	17.20
94720016	02/24/2026	MATERIALS	99-00-00-55120 LIBRARY PROCESSING SUPPLIES	1.63
94720017	02/24/2026	ADULT BOOKS	99-00-00-54100 LIBRARY ADULT MATERIALS	137.54
94720017	02/24/2026	MATERIALS	99-00-00-55120 LIBRARY PROCESSING SUPPLIES	14.67
94720018	02/24/2026	ADULT BOOKS	99-00-00-54100 LIBRARY ADULT MATERIALS	16.59
94720018	02/24/2026	MATERIALS	99-00-00-55120 LIBRARY PROCESSING SUPPLIES	1.63
94720019	02/24/2026	ADULT BOOKS	99-00-00-54100 LIBRARY ADULT MATERIALS	148.15
94720019	02/24/2026	MATERIALS	99-00-00-55120 LIBRARY PROCESSING SUPPLIES	8.15
94720020	02/24/2026	ADULT BOOKS	99-00-00-54100 LIBRARY ADULT MATERIALS	12.01
94720020	02/24/2026	MATERIALS	99-00-00-55120 LIBRARY PROCESSING SUPPLIES	1.63
94720021	02/24/2026	YOUTH BOOKS	99-00-00-54110 LIBRARY YOUTH MATERIALS	29.13
94720021	02/24/2026	MATERIALS	99-00-00-55120 LIBRARY PROCESSING SUPPLIES	1.63
94720022	02/24/2026	ADULT BOOKS	99-00-00-54100 LIBRARY ADULT MATERIALS	28.65
94720022	02/24/2026	MATERIALS	99-00-00-55120 LIBRARY PROCESSING SUPPLIES	3.26
94720023	02/24/2026	YOUTH BOOKS	99-00-00-54110 LIBRARY YOUTH MATERIALS	109.69
94720023	02/24/2026	MATERIALS	99-00-00-55120 LIBRARY PROCESSING SUPPLIES	13.04
94720024	02/24/2026	ADULT BOOKS	99-00-00-54100 LIBRARY ADULT MATERIALS	84.94
94720024	02/24/2026	MATERIALS	99-00-00-55120 LIBRARY PROCESSING SUPPLIES	8.15
Total INGRAM BOOK COMPANY:				2,317.74
ITU ABSORBTECH INC				
8681433	02/13/2026	MAT SERVICE-RIV	40-55-20-53600 RIV MAINTENANCE SERVICE COSTS	113.03
Total ITU ABSORBTECH INC:				113.03
JERRY WILLKOMM INC				
323752	02/20/2026	1508 GAL-GASOLINE	11-32-10-53410 VEHICLE-FUEL & OIL	3,768.49

Invoice Number	Invoice Date	Description	GL Account and Title	Net Invoice Amount
Total JERRY WILLKOMM INC:				3,768.49
JKL SERVICES LLC				
021626	02/16/2026	SAND HAUL VETERANS PARK	11-32-12-52200 CONTRACT HAULING SERVICES	500.00
Total JKL SERVICES LLC:				500.00
LEXIPOL LLC				
INVLEX112640	01/01/2026	2026 ANNUAL SUBSCRIP.	11-14-20-54500 COMPUTER IT SVC & EQUIPMENT	4,078.55
Total LEXIPOL LLC:				4,078.55
MIDWEST TAPE LLC				
508432798	02/11/2026	ADULT AUDIO BOOKS	99-00-00-54100 LIBRARY ADULT MATERIALS	98.98
508432798	02/11/2026	PROCESSING MATERIALS-AUDI	99-00-00-55120 LIBRARY PROCESSING SUPPLIES	3.98
508457977	02/17/2026	ADULT AUDIO BOOKS	99-00-00-54100 LIBRARY ADULT MATERIALS	415.94
508464643	02/19/2026	ADULT AUDIO BOOKS	99-00-00-54100 LIBRARY ADULT MATERIALS	34.99
508464643	02/19/2026	PROCESSING CHARGES	99-00-00-55120 LIBRARY PROCESSING SUPPLIES	1.99
508474332	02/20/2026	ADULT AUDIO BOOKS	99-00-00-54100 LIBRARY ADULT MATERIALS	9.99
508497232	02/25/2026	ADULT AUDIO BOOKS	99-00-00-54100 LIBRARY ADULT MATERIALS	394.92
508497232	02/25/2026	PROCESSING MATERIALS-AUDI	99-00-00-55120 LIBRARY PROCESSING SUPPLIES	15.92
Total MIDWEST TAPE LLC:				976.71
MILLENNIUM				
26-148933-1	02/12/2026	ROPE, COMPOSITE, DOUBLE B	40-52-10-53990 BUOY/STALL MISC. EXPENSES	777.50
Total MILLENNIUM:				777.50
NAPA AUTO PARTS				
388833	01/20/2026	DIESEL ADDITIVE	11-32-10-53410 VEHICLE-FUEL & OIL	125.88
390796	02/11/2026	FORD RANGER BRAKE ROTOR	42-34-50-53510 VEHICLE/EQUIPMENT MAINT	462.71
390863	02/12/2026	OIL FILTER, BOX CAPSULES- #1	11-32-10-53510 VEHICLE/EQUIPMENT MAINTENANCE	70.30
390868	02/12/2026	BATTERY, CORE DEPOSIT	11-32-10-53510 VEHICLE/EQUIPMENT MAINTENANCE	323.34
390873	02/12/2026	ENGINE OIL FILTERS	11-32-10-53510 VEHICLE/EQUIPMENT MAINTENANCE	356.09
390899	02/12/2026	SPARK PLUG	42-34-50-53510 VEHICLE/EQUIPMENT MAINT	19.56
391096	02/16/2026	2009 FORD RANGER HVAC BLE	42-34-50-53510 VEHICLE/EQUIPMENT MAINT	37.05
391226	02/17/2026	HOSE END FITTINGS, WEATHE	11-32-10-53510 VEHICLE/EQUIPMENT MAINTENANCE	41.32
391562	02/20/2026	ENGINE OIL FILTERS	11-32-10-53510 VEHICLE/EQUIPMENT MAINTENANCE	39.56
391776	02/23/2026	ENGINE OIL FILTERS	11-32-10-53510 VEHICLE/EQUIPMENT MAINTENANCE	77.09
Total NAPA AUTO PARTS:				1,552.90
NORTHLAND EQUIPMENT CO INC				
0179389-IN	02/19/2026	PLOW CUTTING EDGE-TRK #18	11-32-12-52500 SNOW & ICE CONTROL-REPAIRS	499.20
Total NORTHLAND EQUIPMENT CO INC:				499.20
OFFICE PRO INC				
754723-1	02/24/2026	HAND SOAP PINK LOTION	11-16-10-53500 CITY HALL BLDG MAINT SUPPLIES	46.68
758312-0	02/12/2026	OFFICE CHAIR	11-32-10-53400 OPERATING SUPPLIES-STREET DEPT	290.00
C 759266-0	02/23/2026	RETURNED OFFICE CHAIR	11-32-10-53400 OPERATING SUPPLIES-STREET DEPT	290.00-
Total OFFICE PRO INC:				46.68

Invoice Number	Invoice Date	Description	GL Account and Title	Net Invoice Amount
PFI FASHIONS INC				
120448	02/16/2026	NEON KNIT CAPS	42-34-50-51380 PARKING UNIFORMS	135.85
Total PFI FASHIONS INC:				135.85
PHIL'S ELECTRIC DRAIN				
264320	02/18/2026	REPAIR ON THE MENS URINAL	11-16-10-52400 CITY HALL BUILDING REPAIRS	395.00
Total PHIL'S ELECTRIC DRAIN:				395.00
PLAYAWAY PRODUCTS LLC				
526394	02/25/2026	YOUTH BOOKS	99-00-00-54110 LIBRARY YOUTH MATERIALS	59.84
Total PLAYAWAY PRODUCTS LLC:				59.84
PRAIRIE LAKES LIBRARY SYSTEM				
3039	02/12/2026	LIBRARY SYSTEM FEES-2026	99-00-00-55130 PRAIRIE LAKES LIBRARY SYSTEM	19,446.11
Total PRAIRIE LAKES LIBRARY SYSTEM:				19,446.11
REINDERS				
6087587-00	02/12/2026	POWER RAKE	11-52-00-58400 4 SEASON NATURE PRESERVE	3,000.00
6087587-00	02/12/2026	POWER RAKE	11-52-01-59520 GROUNDS MAINTENANCE SUPPLIES	3,000.00
6087587-00	02/12/2026	POWER RAKE	48-00-00-53620 CEM GROUNDS/LANDSCAPING	2,434.80
Total REINDERS:				8,434.80
RHYME BUSINESS PRODUCTS				
41324751	02/19/2026	B&Z SHARP COPIER - FEB	11-24-00-53130 COPIER EXPENSES	118.91
Total RHYME BUSINESS PRODUCTS:				118.91
ROTE OIL LTD				
21278	02/13/2026	766.3 GAL ON RD	11-32-10-53410 VEHICLE-FUEL & OIL	2,571.71
21289	02/13/2026	297.6 GAL OFF RD	11-32-10-53410 VEHICLE-FUEL & OIL	919.58
22007	02/23/2026	263.2 ON RD	11-32-10-53410 VEHICLE-FUEL & OIL	880.67
Total ROTE OIL LTD:				4,371.96
SHERWIN WILLIAMS				
447541315202	02/12/2026	PAINT-PARKS	11-32-10-53500 BLDG MAINT SUPPLIES-STR DEPT	61.79
478551311902	02/13/2026	PAINT-PARKS	11-52-00-53520 GROUNDS MAINT SUPPLIES	180.49
Total SHERWIN WILLIAMS:				242.28
SWITS LTD				
II-14067	02/09/2026	INTERPRETER-ADULT COURT	11-12-00-53810 MUNICIPAL COURT OPERATIONS	53.00
Total SWITS LTD:				53.00
TAPCO				
1818766	02/12/2026	TRAFFIC LIGHTS	11-34-10-52600 REPAIRS-TRAFFIC SIGNALS,ETC	669.18
1819362	02/20/2026	TRAFFIC SIGNAL MAINTENANC	11-34-10-52600 REPAIRS-TRAFFIC SIGNALS,ETC	3,361.00
Total TAPCO:				4,030.18

Invoice Number	Invoice Date	Description	GL Account and Title	Net Invoice Amount
THE STARK COLLECTION AGENCY INC				
32057	01/30/2026	COLLECTION FEES-JAN 2026	42-34-50-52160 CALE CC AND COLLEC FEES	560.00
Total THE STARK COLLECTION AGENCY INC:				560.00
UNITED LABORATORIES				
INV454363	02/13/2026	ICE MELT	11-32-12-53400 OPERATING SUPPLIES-SNOW & ICE	2,084.50
INV454914	02/23/2026	LIQUI-ZYME, DISINFECTANT, O	11-52-00-53500 BLDG MAINT SUPPLIES-PARKS	5,870.90
INV454914	02/23/2026	AQUATIC/WEED BRUSH KILLER	11-52-00-53620 GROUNDS FERTILIZER/WEED CONTR	1,050.06
Total UNITED LABORATORIES:				9,005.46
VANDEWALLE & ASSOCIATES INC				
202602016	02/18/2026	COVENANT HARBOR	11-00-00-13910 A/R BILL OUTS	640.00
Total VANDEWALLE & ASSOCIATES INC:				640.00
VANGUARD COMPUTERS				
VCI-INV069009	12/30/2025	IT/HARDWARE REPL	50-00-00-58000 MISC/COMP EQUIP PURCHASES	3,240.00
Total VANGUARD COMPUTERS:				3,240.00
VERTICAL SUPPLY GROUP				
INV-1191789	02/19/2026	BLADE REPLACEMENT	11-32-13-54300 TREE, BRUSH & COMPOST OPER SUP	157.98
Total VERTICAL SUPPLY GROUP:				157.98
VON BRIESEN & ROPER SC				
520374	02/18/2026	FULL TIME POSITION-TELEPHO	11-13-10-52140 OUTSIDE ATTORNEYS FEES	308.00
Total VON BRIESEN & ROPER SC:				308.00
YMCA				
MAR/APR 202	03/01/2026	BIMONTHLY PYMT MAR/APR	11-70-00-57600 YMCA-YOUTH ATHLETIC PROGRAM	10,609.00
Total YMCA:				10,609.00
Grand Totals:				115,838.73

Invoice Number	Invoice Date	Description	GL Account and Title	Net Invoice Amount
----------------	--------------	-------------	----------------------	-----------------------

Dated: _____

Mayor: _____

City Council: _____

City Recorder: _____

Report Criteria:

Detail report.

Invoices with totals above \$0.00 included.

Only unpaid invoices included.

Invoice.Batch = "03042026", "03042026A"

Invoice Detail.GL account (2 Characters) = {<>} "61"

Invoice Detail.GL account (2 Characters) = {<>} "62"



Agenda Item Memo

City of Lake Geneva

Committee: Council

Meeting Date: March 9, 2026

Subject / Title: Harbor Shores-Agent Change

Submitted By: Clerk's Office

Background / Request

Harbor Shores has filed an agent change application due to staffing changes. The new agent is qualified to act as an agent on an alcohol license, and the necessary background check has been completed.

Fiscal Impact / Budget

- **Estimated Cost:** n/a
- **Funding Source:** n/a (e.g., General Fund, TID, Water Utility, Grants)
- **Budget Status:** Within Budget _____ Over Budget _____
 Budget Amendment Required _____
- **GL Number:** _____

(If applicable, note grant awards, cost-sharing, or capital plan references.)

Ordinance/Policy Implications/Changes:

n/a

Recommendation:

Approve the Agent Change for Harbor Shores to Virginia Krunig.

Implementation/Next Steps

Name of Committee	Date of Meeting	Original Agenda Item #	Outcome

Attachments (list any and all attachments that go with this item and memo)

Agent Change Form

Reviewed by	Date:	Comments
PD	February 2026	Background check completed
Clerk's Office	February 2026	New agent is qualified

Alcohol Beverage Appointment of Agent

Date
2/19/2024

Agent Type (check one)

- Original (no fee) Successor (\$10 fee for municipal licensees only)

pd 2/23/24 of 15.000016031

Part A: Business Information

1. Legal Business Name (individual name if sole proprietor)

Harbor Shores Hotel Management Inc

2. Business Trade Name or DBA

Harbor Shores on Lake Geneva

3. Entity Type (check one)

- Limited Liability Company Corporation Nonprofit Organization

4. Alcohol Beverage Business Authorization (check one)

- Municipal Retail License State Permit

5. If successor agent, provide State Permit or Municipal Retail License Number

6. Describe the reason for appointing a successor agent, if successor is checked above.

Janine Osborne has left our Organization.
Virginia Kruening is our current GM

Part B: Agent Information

1. Last Name

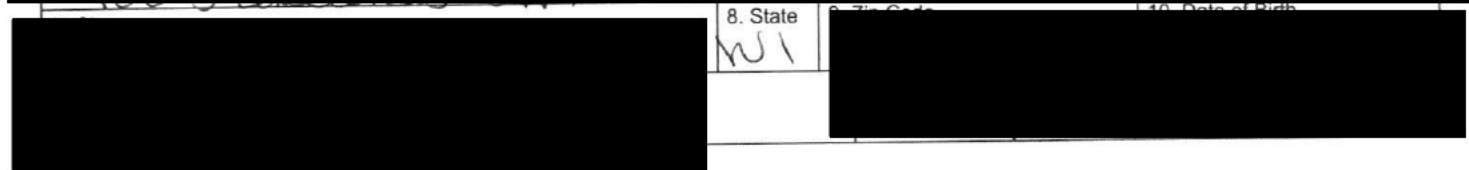
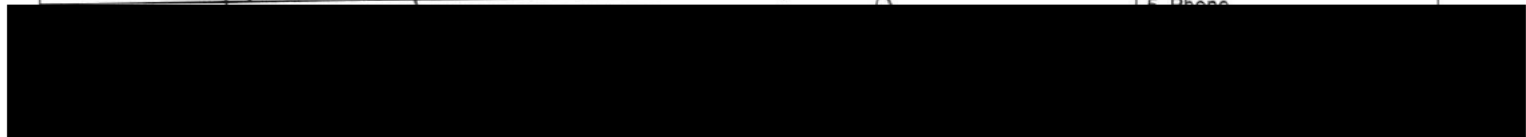
Kruening

2. First Name

Virginia

3. M.I.

M



Part C: Agent Questions

1. Have you satisfied the responsible beverage server training requirement? Yes No
Submit proof of completion.

2. Have you completed Form AB-100, Alcohol Beverage Individual Questionnaire (licensee) or
Form AB-300, Alcohol Beverage Personal Questionnaire (permittee)? Yes No

3. Have you been a Wisconsin resident for at least 90 continuous days? Yes No
See instructions for exceptions.

Continued →

Part D: Business Attestation

READ CAREFULLY BEFORE SIGNING: I, the **Undersigned**, authorize the above-named individual to act for the above-named corporation, nonprofit organization, or limited liability company with full authority and control of the premises and of all alcohol beverage activities on such premises. I certify that I am authorized by the above-named entity to authorize this individual to act on behalf of the entity. If I am appointing a successor agent, I rescind all previous agent appointments for this premises. Further, I understand that I may be prosecuted for submitting false statements and affidavits in connection with this application, and that any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000 if convicted.

Last Name	Carstensen	First Name	Therese	M.I.	J
Title	CEO	[REDACTED]			
Signature	Therese J Carstensen				2/19/2026

Part E: Agent Attestation

READ CAREFULLY BEFORE SIGNING: I, the **Agent**, hereby accept this appointment as agent for the above-named corporation, nonprofit organization, or limited liability company and assume full responsibility for the conduct of all alcohol beverage activities on the premises for the above-named business. I further understand that I may be prosecuted for submitting false statements and affidavits in connection with this application, and that any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000 if convicted.

Last Name	Krunig	First Name	Virginia	Pepper	M.I.	M
Signature	Virginia Krunig			Date	2.23.26	

Serving Alcohol

is proud to present this certificate to

Virginia Pepper Krung

for successful completion of the online course

Wisconsin Alcohol Seller/Server Course

PERSONS COMPLETING THIS COURSE HAVE AGREED TO EXECUTE THE FOLLOWING POLICIES TO THE BEST OF THEIR ABILITIES.

- * CARD ANY PERSON 35 YEARS OF AGE OR YOUNGER
- * OBSERVE AND REPORT ANY CUSTOMER SHOWING SIGNS OF POSSIBLE IMPAIRED BEHAVIOR TO MANAGEMENT
- * RESPOND IMMEDIATELY TO ANY POSSIBLE PROBLEM SITUATION
- * DETERMINE THE PEOPLE ENTERING THE PREMISES TO CONSUME ALCOHOL ARE OF LEGAL ALCOHOL DRINKING AGE AND RECORD THEM IF THERE IS ANY QUESTION ABOUT THEIR AGE
- * ENSURE A PERSON MATCHES THEIR VALID LEGAL IDENTIFICATION

This is a Wisconsin Department of Revenue approved Responsible Beverage Server Training Course in compliance with Sec. 125.17 (6), 134.66 (2m), and 125.04 (5) (a) 5. Wis. Stats.



Verify online at
servingalcohol.com

Verification Code
0sdmUUyrQO

Date Issued
Jan 27th, 2026

VALID FOR 2 YEARS

This is not a Wisconsin operators/bartenders license.

This certificate will be requested to obtain a Wisconsin operators/bartenders license from the Wisconsin city clerk's office in the municipality where you are working.

Find your city clerk's office here: <https://elections.wi.gov/clerks/directory>

Wisconsin Alcohol Seller/Server Course

Name: Virginia Pepper Krung

Certification Date: Jan 27th, 2026

Certificate Code: 0sdmUUyrQO

Verify Online: servingalcohol.com

125.17(6), 134.66 (2m), 125.04(5)(a)5 Wis. Stats.

SERVING ALCOHOL INC

VALID FOR 2 YEARS

Learn more about this wallet card at <http://servingalcohol.com/wallet-card>



Agenda Item Memo

City of Lake Geneva

Committee: FLR

Meeting Date: 3/3/2026

Subject / Title: Special Event Approvals

Submitted By: David Winger

Background / Request

Staff have reviewed special event applications for Blooming Love and Fixion Skateboard Demo. Staff are recommending FLR recommend these events to Council for approval.

Fiscal Impact / Budget

- **Estimated Cost:** N/A
- **Funding Source:** [Click or tap here to enter text.](#) (e.g., General Fund, TID, Water Utility, Grants)
- **Budget Status:** Within Budget _____ Over Budget _____
 Budget Amendment Required _____
- **GL Number:** _____

(If applicable, note grant awards, cost-sharing, or capital plan references.)

Ordinance/Policy Implications/Changes:

Recommendation:

Recommend Council approval for the following special events:

- A. Blooming Love – (5/2/2026)
- B. Fixion Skateboard Demo – (5/30/2026)

Implementation/Next Steps

Name of Committee	Date of Meeting	Original Agenda Item #	Outcome
FLR	3/3/2026		TBD
Council	3/9/2026		TBD

Attachments (list any and all attachments that go with this item and memo)

Event applications for each of the events: Blooming Love and Fixion Skateboard Demo

Reviewed by	Date:	Comments

CITY OF LAKE GENEVA EVENT PERMIT APPLICATION

For events using City Parks or other Public Property.

Please fill in all blanks completely, as incomplete applications will be rejected. Applications for Public Events must be submitted AT LEAST 45 DAYS prior to the proposed event date for consideration.

Submit to: parksdirector@cityoflakegeneva.gov

Do not use this form if your event is on private property.



Section I- APPLICANT INFORMATION

Name of Applicant: FRIENDS OF HILLMOOR

Name of Event Organizer/Producer: DONNA GYGAX

Production Company/Organization: FRIENDS OF HILLMOOR FEIN #: _____

Street Address: P.O. BOX 1034

City: LAKE GENEVA State: WI Zip code: 53147

E-mail Address: _____
Daytime Phone: _____
Are you a Business _____
EIN # (Tax Exempt) _____

*All non-profits must present a copy of their current tax ID - EIN#

Section II- EVENT INFORMATION- Select all that apply

Private Event/Shelter Reservation- Use of City of Lake Geneva Park and or Park Shelter for private use or event not that is not open to the public. Examples: family reunion, birthday party, club meeting, team practice. *Local non-profits exempt from fees

- Flat Iron Park Brunk Pavilion \$250/day
 - Gazebo-Flat Iron Park \$125/day
 - Seminary Park Shelter \$75/day
 - Cobb Park Shelter \$75/day
 - Park Use (no shelter) \$75/day
- Other Location: _____

Public Event-Event open to the public, including ticketed or open admission. Examples: festival, art/ware sale/market, concert, community activity, parade. *Non-profits exempt from fees

Application fee: \$100- submitted at least 60 days prior
 \$300- submitted at least 45 days but fewer than 60 days prior

Select parks/facilities used during event, fees applied from list above:

- | | |
|--|--|
| Park Space
<input type="checkbox"/> Flat Iron Park
<input type="checkbox"/> Seminary Park
<input type="checkbox"/> Cobb Park
<input type="checkbox"/> Library Park
<input checked="" type="checkbox"/> Other:
<u>HILLMOOR</u> | Shelters
<input type="checkbox"/> Brunk Pavilion <input type="checkbox"/> Gazebo
<input type="checkbox"/> Seminary Park Shelter
<input type="checkbox"/> Cobb Park Shelter |
|--|--|

*Applicants for a Public Event Permit MUST attend the Committee & Council meetings where their applications are considered for approval.

1. Title of Event: BLOOMING LOVE (mother's day event)
2. Date(s) of Event: SATURDAY MAY 2nd
3. Location(s) of Event: HILLMOOR NEAR HWY 50 ENTRANCE, W OF PARKING
4. Hours: TENT SETUP / FRI, MAY 1ST, TEAR DOWN SUN MAY 3 / SAT. 10:00AM - 6:00PM
Include: Start Time & End Time of event, and set up and tear down times
5. Event Chair/Contact Person: DONNA GUGOX Phone: [REDACTED]
6. Day of Event Contact Name: PEG ESPOSITO Phone: _____
7. Is the event open to the public? Yes No
8. Will you charge an admission fee? Yes NO
9. Estimated Attendance Number: 50
10. Basis for estimate: PAST EVENT PARTICIPATION
11. Will you be setting up a tent? Yes No

If yes, list the location, size, Rental Company, and proof of completion of locates.

NEAR HWY 50 ENTRANCE, WEST OF PARKING LOT
 SIZE 20'X30' PRIVATE OWNED

12. Will there be any animals? Yes No
 If yes, what type and how many: Its possible attendees may bring dogs on leash

13. Attach a detailed description of proposed event with map of the exact location of the event and/or route.

14. Description of plan for handling refuse collection and after-event clean-up:
The friends of Hillmoor will bag all refuse and leave bags next to the parking lot.
 All after event clean up will also be provided by the Friends of Hillmoor Volunteers.
 ↳ DPW? This good?

15. Description of plan for providing event security (if applicable):
Staff on site ?

16. Will there be fireworks or pyrotechnics at your event? Yes No
 If yes, please submit a fireworks display application.

17. Will your event include the sale of beer and/or wine? Yes No
 If yes, please submit a completed Temporary Alcohol License & any necessary Temporary Operator License Applications to the City Clerk's office.

18. Will you or any other vendors be selling food or merchandise? Yes No
 If yes, please attach list of proposed vendors, including business name and type of food/merchandise sold.
SMALL POTS for children to plant flowers in.

19. Describe Signage to be used during event:
FRIENDS OF HILLMOOR EVENT SIGNAGE PLACED ALONG HWY 50 AND NEAR THE TENT
Map from google maps.

If using City Street Banner poles, submit a completed Street Banner Display Application.

Section III- STREET USE/CLOSURE-\$75 PER DAY PLUS COST OF BARRICADE RENTAL

- Street Closure Street Use N/A-Skip to Section IV

Required for any event using a public street. Per Sec. 62-243 of the municipal code, this application must include the following attachments:

- Certificate of Comprehensive General Liability Insurance with the City, its employees and agents as additional insured with coverage for contractual liability with minimum limits of \$500,000 per occurrence for bodily injury and property damage limits of \$250,000 per occurrence.
- Petition signed by more than half of the residential dwelling units and/or commercial units residing along that portion of the street designated for the proposed use or whose property is denied access by virtue of the granting of the permit.

Describe street(s) being used or closed. Attach additional pages if necessary & include a map.

Street closures must include rental of barricades; must be coordinated with the City of Lake Geneva Department of Public Works

Section IV- PARKING REQUESTS

Will any parking stalls be used or blocked during the event? Yes No

Parking Stall daily fees or bagging of Parking Stall fees are not included with the event permit fee; arrangements must be made with the City of Lake Geneva Parking Manager

Dates of Use: _____

Total Number of Parking Stalls being Requested: _____

Parking Stall Location: EXISTING PARKING STALLS ON THE HILLMOOR PROPERTY

Attach a map showing location of requested stalls.

Section V - REQUESTS FOR ADDITIONAL SERVICES

Anticipated Services Beyond Facility/Park Space Use Will Result in Additional Fees

Please indicate below any additional services you are requesting for your event. Estimated Fees for these services may be required prior to issuance of permit

Electricity; Explain: _____

Water; Explain: _____

Traffic Control; Explain: _____

Police Services; Explain: _____

Fire/EMS Services; Explain: _____

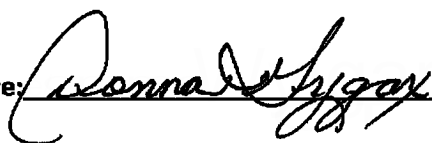
Other; Explain: NONE

Section VI - SIGNATURE AND INDEMNIFICATION

Acknowledgements-Applicant Must Initial Each Item

1. RS The City of Lake Geneva, the Police Department and/or Fire Department have the right to cancel an event due to inclement weather, other safety risks, or if event is found to be in violation of any conditions of the event permit issued. No refunds will be issued for cancellations due to safety risks or permit violations.
2. RS All Parks and Public Spaces must be left the way they were originally found.
3. RS Event Tear Down and Clean Up must be completed within time frame specified in the hours listed on page 2, unless prior arrangements are made with the Parks Director and/or other appropriate City Staff.
4. RS Applicant is responsible for the cost of damages or additional clean up resulting from event.
5. RS Applicant will be invoiced for damages or clean up charges. Failure to pay invoices will result in denial of any and all future event applications.
6. RS Must have a designated contact person on site and accessible at all times.
7. RS Application fees due upon submission. Facility/Park Space fees, Parking Fees, Additional Services Fees due at least 1 week prior to the start of the event.
8. RS Applicant is responsible for reporting any issues or concerns with event location to the appropriate City Department as soon as they are aware.
9. RS Any incomplete, misleading, or falsified information in this application will result in automatic denial.

The applicant for her/himself and for other persons, organizations, firms and corporations, if any listed in this application, being of sound mind and body, do hereby freely, voluntarily and knowingly, now and for all times, fully save and hold harmless and defend, the CITY OF LAKE GENEVA, a Wisconsin Municipal Corporation located in the Walworth County, and each and every of its elected and appointed officials, employees, representatives, agents, heirs, and assigns, jointly and severally from and against any and all claims, causes of action, actions, liabilities, demands, losses, damages, and/or expenses of whatsoever kind and nature including counsel or attorneys' fees, which I have or may, at any time, incur or sustain arising from, resulting from, incurred in consequence of, or pertaining to, any and all intentional and negligent acts, omissions, incidents, activities and transactions, of whatever kind and nature, direct or indirect, of mine own and those of or by the CITY OF LAKE GENEVA, and each and every of its elected and appointed officials, employees, representatives, and agents, regardless of when or where, occurring or arising from this event.

Applicant Signature:  Date: 2.11.24

Submit completed applications to the Parks Director: parksdirector@cityoflakegeneva.gov

For Office Use Only

Date Filed: _____ Fees: Exempt Charged Amt Due: _____

Required Approvals

Parks Director Signature: David Wenger Date: 02/25/2026

Approve Denied Notes: Will need to remove waste generated from event

Police Chief Signature: Lt. Kaitlin Tietz Date: 02/25/2026
Lt. Kaitlin Tietz (Feb 25, 2026 15:15:59 CST)

Approve Denied Notes: _____

Fire Chief Signature: Dennis Date: 02/25/2026
Dennis (Feb 25, 2026 12:00:14 CST)

Approve Denied Notes: Must keep access road open/unobstructed.

DPW Signature: Neil Waswo Date: 02/25/2026
Neil Waswo (Feb 25, 2026 11:36:47 CST)

Approve Denied Notes: Take any trash generated out.

As Needed Approvals

Parking Signature: _____ Date: _____

Approve Denied Notes: _____

Harbormaster Signature: _____ Date: _____

Approve Denied Notes: _____

City Clerk Signature: _____ Date: _____

Approve Denied Notes: _____

Public Events:

FLR Meeting Date: 3/3/2026

Council Meeting Date: 3/9/2026

Public Event-Save the Date Form

ONLY Public Events held annually have the ability to reserve future dates for that event no more than three years after the current event being applied for.

Completion of this form does not replace the application process for a City of Lake Geneva Event permit. An event permit application must be submitted each year.

Do not complete this form if your event is a private event.

Event Name: _____

Event Date: YR 20____: _____

YR 20____: _____

YR 20____: _____

All Park Facilities: _____

Name of Sponsoring Organization: _____

If Non-profit or Not-for-Profit: Tax ID / EIN #: _____

Contact First Name: _____ Last Name: _____

Phone/Mobile: _____

Email: _____

Notes/Request: _____

NOTE: THE DESCRIPTIONS OF THE PROPERTY FROM THE PLAT OF "LAKE GENEVA GOLF HILLS" THEREFORE, THE BOUNDARIES AND PROPERTY LINES HAVE BEEN COMPILED BASED UPON AROUND EVIDENCE AS SHOWN ON LARGE-SCALE TOPOGRAPHIC MAPS, PRORATED ACCORDINGLY, AND ALL DIMENSIONS ARE AS SHOWN ON THE SUBDIVISION PLAT.

ZYUP 00131

**EVENT
PARKING**

TENT

HY 50

N

001
NGH 00304

180
NGH 00003

100
NGH 00001

WEST DR

CITY OF LAKE GENEVA
TOWN OF LYONS

EMAN ST

306.33

ZA194200001

CITY OF LAKE GENEVA EVENT PERMIT APPLICATION



For events using City Parks or other Public Property.

Please fill in all blanks completely, as incomplete applications will be rejected. Applications for Public Events must be submitted AT LEAST 45 DAYS prior to the proposed event date for consideration.

Submit to: parksdirector@cityoflakegeneva.gov

Do not use this form if your event is on private property.

Section I- APPLICANT INFORMATION

Name of Applicant: Jonathan Harvey/Fixion Skate Park Project Inc.

Name of Event Organizer/Producer: Trade Skateboard Demo

Production Company/Organization: Jonathan Harvey/Fixion Skate Park Project I FEIN #: [REDACTED]

Street Address: [REDACTED]

City: Silver Lake State: WI Zip code: 53170

E-mail Address: [REDACTED]

Daytime Phone: [REDACTED]

Are you a Business [REDACTED]

EIN # (Tax Exem [REDACTED]

*All non-profits must present a copy of their current Tax ID- EIN#

Section II- EVENT INFORMATION- Select all that apply

Private Event/Shelter Reservation- Use of City of Lake Geneva Park and or Park Shelter for private use or event not that is not open to the public. Examples: family reunion, birthday party, club meeting, team practice. *Local non-profits exempt from fees

- Flat Iron Park Brunk Pavilion \$250/day
- Gazebo-Flat Iron Park \$125/day
- Seminary Park Shelter \$75/day
- Cobb Park Shelter \$75/day
- Park Use (no shelter) \$75/day

Other Location: _____

Public Event-Event open to the public, including ticketed or open admission. Examples: festival, art/ware sale/ market, concert, community activity, parade. *Non-profits exempt from fees

- Application fee: \$100- submitted at least 60 days prior
 \$300- submitted at least 45 days but fewer than 60 days prior

Select parks/facilities used during event, fees applied from list above:

- | | |
|---|--|
| <p>Park Space</p> <ul style="list-style-type: none"> <input type="checkbox"/> Flat Iron Park <input type="checkbox"/> Seminary Park <input type="checkbox"/> Cobb Park <input type="checkbox"/> Library Park <input checked="" type="checkbox"/> Other: <u>Skate Park at Dunn Field</u> | <p>Shelters</p> <ul style="list-style-type: none"> <input type="checkbox"/> Brunk Pavilion <input type="checkbox"/> Gazebo <input type="checkbox"/> Seminary Park Shelter <input type="checkbox"/> Cobb Park Shelter |
|---|--|

*Applicants for a Public Event Permit MUST attend the Committee & Council meetings where their applications are considered for approval.

Trade Skateboard Demo

1. Title of Event: _____

2. Date(s) of Event: May 30th, 2026

3. Location(s) of Event: Lake Geneva Skate Park

4. Hours: 2-3 Hours from Noon to 3pm

Include :Start Time & End Time of event, and set up and tear down times

5. Event Chair/Contact Person: Jon Harvey Phone: 

6. Day of Event Contact Name: Jon Harvey Phone: 

7. Is the event open to the public? Yes No

8. Will you charge an admission fee? Yes No

9. Estimated Attendance Number: 75-100

10. Basis for estimate: Last event had about that amount of spectators

11. Will you be setting up a tent? Yes No

If yes, list the location, size, Rental Company, and proof of completion of locates.

12. Will there be any animals? Yes No

If yes, what type and how many: _____

13. **Attach a detailed description of proposed event with map of the exact location of the event and/or route.**

14. Description of plan for handling refuse collection and after-event clean-up:

Using the provided trash bins that are on site.

15. Description of plan for providing event security (if applicable):

No security needed

16. Will there be fireworks or pyrotechnics at your event? Yes No

If yes, please submit a fireworks display application.

17. Will your event include the sale of beer and/or wine? Yes No

If yes, please submit a completed Temporary Alcohol License & any necessary Temporary Operator License Applications to the City Clerk's office.

18. Will you or any other vendors be selling food or merchandise? Yes No

If yes, please attach list of proposed vendors, including business name and type of food/merchandise sold.

19. Describe Signage to be used during event:

There won't be any signs used.

If using City Street Banner poles, submit a completed Street Banner Display Application.

Section III- STREET USE/CLOSURE-\$75 PER DAY PLUS COST OF BARRICADE RENTAL

- Street Closure
- Street Use
- N/A-Skip to Section IV

Required for any event using a public street. Per Sec. 62-243 of the municipal code, this application must include the following attachments:

- Certificate of Comprehensive General Liability Insurance with the City, its employees and agents as additional insured with coverage for contractual liability with minimum limits of \$500,000 per occurrence for bodily injury and property damage limits of \$250,000 per occurrence.
- Petition signed by more than half of the residential dwelling units and/or commercial units residing along that portion of the street designated for the proposed use or whose property is denied access by virtue of the granting of the permit.

Describe street(s) being used or closed. Attach additional pages if necessary & include a map.
Street closures must include rental of barricades; must be coordinated with the City of Lake Geneva Department of Public Works

Section IV- PARKING REQUESTS

Will any parking stalls be used or blocked during the event? Yes No

Parking Stall daily fees or bagging of Parking Stall fees are not included with the event permit fee; arrangements must be made with the City of Lake Geneva Parking Manager

Dates of Use: _____

Total Number of Parking Stalls being Requested: _____

Parking Stall Location: _____

Attach a map showing location of requested stalls.

Section V - REQUESTS FOR ADDITIONAL SERVICES

Anticipated Services Beyond Facility/Park Space Use Will Result in Additional Fees
Please indicate below any additional services you are requesting for your event. Estimated Fees for these services may be required prior to issuance of permit

Electricity; Explain: _____

Water; Explain: _____

Traffic Control; Explain: _____

Police Services; Explain: _____

Fire/EMS Services; Explain: _____

Other; Explain: Just bathrooms to be open by the tennis courts

For Office Use Only

Date Filed: _____ Fees: Exempt Charged Amt Due: _____


Required Approvals

Parks Director Signature: David Winger Date: 02/25/2026

Approve Denied Notes: N/A

Police Chief Signature: Lt. Kaitlin Tietz Date: 02/25/2026
Lt. Kaitlin Tietz (Feb 25, 2026 15:16:44 CST)

Approve Denied Notes: N/A

Fire Chief Signature:  Date: 02/25/2026
Dennis Detkowski (Feb 25, 2026 12:04:01 CST)

Approve Denied Notes: None

DPW Signature: Neil Waswo Date: 02/25/2026
Neil Waswo (Feb 25, 2026 11:34:42 CST)

Approve Denied Notes: N/A

As Needed Approvals

Parking Signature: _____ Date: _____

Approve Denied Notes: _____

Harbormaster Signature: _____ Date: _____

Approve Denied Notes: _____

City Clerk Signature: _____ Date: _____

Approve Denied Notes: _____

Public Events:

FLR Meeting Date: 3/3/2026

Council Meeting Date: 3/9/2026

Public Event-Save the Date Form

ONLY Public Events held annually have the ability to reserve future dates for that event no more than three years after the current event being applied for.

Completion of this form does not replace the application process for a City of Lake Geneva Event permit. An event permit application must be submitted each year.

Do not complete this form if your event is a private event.

Event Name: _____

Event Date: YR 20___: _____

YR 20___: _____

YR 20___: _____

All Park Facilities: _____

Name of Sponsoring Organization: _____

If Non-profit or Not-for-Profit: Tax ID / EIN #: _____

Contact First Name: _____ Last Name: _____

Phone/Mobile: _____

Email: _____

Notes/Request: _____



Agenda Item Memo

City of Lake Geneva

Committee: Plan Commission

Meeting Date: February 16, 2026

Subject / Title: 1624 Lake Shore Drive CUP for Addition

Submitted By: Katie Coderre

Background / Request

This is a request for Conditional Use Permit to construct a vertical expansion of a nonconforming building located at 1624 Lake Shore Drive. This residential building is zoned ER-1 and was constructed prior to ER-1 building setbacks being required. The zoning ordinance provides that a second-floor expansion of a nonconforming building is allowable with Council permission through the Conditional Use Permit process.

Fiscal Impact / Budget

- **Estimated Cost:** [Click or tap here to enter text.](#)
- **Funding Source:** [Click or tap here to enter text.](#) (e.g., General Fund, TID, Water Utility, Grants)
- **Budget Status:** Within Budget _____ Over Budget _____
 Budget Amendment Required _____
- **GL Number:** _____

(If applicable, note grant awards, cost-sharing, or capital plan references.)

Ordinance/Policy Implications/Changes:

Recommendation:

Plan Commission unanimously recommend approving the Conditional Use Permit to allow residential building expansion subject to the following conditions:

1. A pedestrian easement for the Geneva Shore Path shall be submitted to the satisfaction of City Attorney prior to building permit issuance.
2. Substantial conformance to the submitted plans.
3. All required permits shall be secured prior to start of construction.

Implementation/Next Steps

Name of Committee	Date of Meeting	Original Agenda Item #	Outcome
Plan Commission	02/16/26		Recommend Approval
Common Council	03/09/26		

Attachments (list any and all attachments that go with this item and memo)

1. Staff Report
2. Redacted Zoning Application
3. Signed Plan Commission Resolution
4. Common Council Resolution

Reviewed by	Date:	Comments

STAFF REPORT
To Lake Geneva Plan Commission
Meeting Date: February 16, 2026



Applicant:

Katie Coderre
2125 Hagen Lane
Flossmoor, IL

Request:

1624 N. Lake Shore Drive
Proposed Conditional Use Permit to Construct a
Vertical Expansion to a Legal Nonconforming
Building.

Description:

This application is request for a Conditional Use Permit (CUP) for a property located at 1624 N. Lake Shore Drive. The project involves constructing a second story addition over a small portion of the existing structure. Although the portion of the structure that the addition is being constructed over is built to a legal nonconforming side yard setback, the Zoning Ordinance allows for such vertical expansion of a nonconforming structure through the Conditional Use Permit process. (Sec 98-408 (7)). This proposed project will not change the amount of impervious surface on this property, and the second floor addition meets the thirty-five foot (35') height maximum set by the Zoning Ordinance.

Action by the Plan Commission:

As part of the consideration of the requested CUP, the Plan Commission is required to:

- Provide the Common Council with a *recommendation* regarding the proposed CUP;
- Include *findings* required by the Zoning Ordinance for CUP; and,
- Provide specific suggested *requirements/conditions* to modify the project as submitted.

Required Plan Commission Findings on the CUP for Recommendation to the Common Council:

A proposed CUP must be reviewed by the standards below:

- A. If, after the public hearing, the Commission wishes to recommend *approval*, then the appropriate fact finding would be all of the following:
1. In general, the proposed conditional use is in harmony with the purposes, goals, objectives, policies and standards of the City's Comprehensive Plan, Zoning Ordinance, and any other plan, program, or ordinance adopted, or under consideration pursuant to official notice by the City.
 2. Specific to this site, the proposed conditional use is in harmony with the purposes, goals, objectives, policies and standards of the City's Comprehensive Plan, Zoning Ordinance, and any other plan, program, or ordinance adopted, or under consideration pursuant to official notice by the City.
 3. The proposed conditional use in its proposed location, and as depicted on the required site plan does not result in a substantial or undue adverse impact on nearby property, the character of the

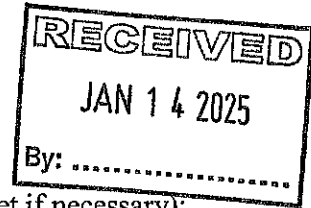
neighborhood, environmental factors, traffic factors, parking, public improvements, public property or rights-of-way, or other matters affecting the public health, safety, or general welfare, either as they now exist or as they may in the future be developed as a result of the implementation of the provisions of the Zoning Ordinance, the Comprehensive Plan or any other plan, program, map, or ordinance adopted or under consideration pursuant to official notice by the City or other governmental agency having jurisdiction to guide development.

4. The proposed conditional use maintains the desired consistency of land uses, land use intensities, and land use impacts as related to the environs of the subject property.
5. The proposed conditional use is located in an area that will be adequately served by, and will not impose an undue burden on any improvements, facilities, utilities or services provided by public agencies serving the subject property.
6. The potential public benefits of the proposed conditional use outweigh all potential adverse impacts of the proposed conditional use after taking into consideration the Applicant's proposal and any requirements recommended by the Applicant to ameliorate such impacts.

Staff Recommendation:

1. Staff recommends that the Plan Commission recommend approval of the proposed conditional use as submitted.
2. Staff recommends the Plan Commission adopt the *affirmative set of findings* provided under A.1-6., above.
3. Staff recommends the following *additional conditions of approval*:
 - a. Applicant shall submit a pedestrian easement for the Geneva Shore Path to the satisfaction of City attorney prior to building permit issuance.
 - b. Substantial conformance to submitted plans.
 - c. Applicant shall secure all required permits prior to start of construction.

#2026033



APPLICATION FOR CONDITIONAL USE
City of Lake Geneva

Site Address/Parcel No. and full Legal Description required (attach separate sheet if necessary):

1624 N Lake Shore Drive, ZLM 00037,
LOT 4 BLK 18 LAKE GENEVA MANOR (TRACT #17) CITY OF LAKE GENEVA

Name and Address of Current Owner: JAON A BAFES TRUST, c/o Kaite Coderre
2125 Hagen Lane Flossmoor, IL 60422

Telephone No. with area code & Email of Current Owner: [REDACTED]

Owner Signature: [REDACTED]
Kaite
Coderre

Name and Address of Applicant:
Jacob Addis, Architect, Addis Architecture
672 W. Main St #462 Lake Geneva, WI

Telephone No. with area code & Email of Applicant: [REDACTED]

Proposed Conditional Use: Single Family Residential

Zoning District in which land is located: ER-1

Names and Addresses of architect, professional engineer and contractor of project:
Addis Architecture, LLC 672 W. Main St. #462 Lake Geneva, WI 53147
Doomis Custom Builders 44 N Western Ave Carpentersville, IL 60110

Short statement describing activities to take place on site:
The demolition and re-construction of an approximate 8'x11' first floor area, with
expansion of the second floor over the existing first floor area of the same dimensions
with renovations to the remaining first and second floor areas to include new windows,
exterior siding, plumbing fixture re-placement, lighting replacement, new flooring, and painting

nonconforming portions of a building and within the maximum permitted height requirement may be permitted with the approval of a con

may be permitted with the approval of a conditional use permit, so long as no portion of the vertical expansion exceeds a current
Conditional Use Fee payable upon filing application: \$450.00 [\$100.00 for Application Under Sec. 98-407(3)]

1-2-26
Date 08/06/2025

[Signature]
Signature of Applicant

_____ (d) A site plan (conforming to the requirements of Section 98-908(3)) of the subject property as proposed for development OR if the proposed conditional use is a group development (per Section 98-208) a proposed preliminary plat or conceptual plat may be substituted for the required site plan, provided said plat contains all information required on said site plan per Section 98-908.

_____ (e) Written justification for the proposed conditional use:
_____ Indicating reasons why the Applicant believes the proposed conditional use is appropriate with the recommendations of the City of Lake Geneva Comprehensive Master Plan, particularly as evidenced by compliance with the standards set out in Section 98-905(4)(b)1.-6. (See below)

III. JUSTIFICATION OF THE PROPOSED CONDITIONAL USE

1. How is the proposed conditional use (the use in general, independent of its location) in harmony with the purposes, goals, objectives, policies and standards of the City of Lake Geneva Comprehensive Plan, the Zoning Ordinance, and any other plan, program, or ordinance adopted, or under consideration pursuant to official notice by the City?
The use of the subject property will remain unchanged, ER-1. Following the adopted Zoning ordinance 98-408 (10) (b) If less than 50% of the total floor area of a structure is intentionally removed by the property owner, it may be restored to the previous footprint, floor area and height & Allowed Vertical expansion per 98-408 (7) & 98-409 Lake Shore Lots (5) (f)

2. How is the proposed conditional use, in its specific location, in harmony with the purposes, goals, objectives, policies and standards of the City of Lake Geneva Comprehensive Plan, the Zoning Ordinance, and any other plan, program, or ordinance adopted, or under consideration pursuant to official notice by the City?
The proposed re-construction, expansion of the second floor, and renovation is allowed specifically by the adopted Zoning ordinance. This project conforms to the particular rules and regulations of an existing non-conforming building and structure regulations, therefore follows the purposed goals, objectives, policies, and standards.

3. Does the proposed conditional use, in its proposed location and as depicted on the required site plan (see Section 98-905(3)(d)), result in any substantial or undue adverse impact on nearby property, the character of the neighborhood, environmental factors, traffic factors, parking, public improvements, public property or rights-of-way, or other matters affecting the public health, safety, or general welfare, either as they now exist or as they may in the future be developed as a result of the implementation of the provisions of the Zoning Ordinance, the Comprehensive Plan, or any other plan, program, map ordinance adopted or under consideration pursuant to official notice by the City or other governmental agency having jurisdiction to guide development?
No, the project does not modify the site work and stays within the footprint of the existing non-conforming building. There will be no impact on the neighborhood, environmental factors, traffic, parking, public areas, etc. nor any modification to building coverage, structure coverage, or impervious surfaces

4. How does the proposed conditional use maintain the desired consistency of land uses, land use intensities, and land use impacts as related to the environs of the subject property?
The project maintains the desired land uses and intensities because it does not expand the building footprint on the site plan. The vertical expansion is allowed under 98-408 (7) Vertical expansions above existing nonconforming portions of a building and within the maximum permitted height requirement may be permitted with the approval of a conditional use permit, so long as no portion of the vertical expansion exceeds a current nonconforming setback and 98-409 Lake Shore Lots (5) (f)
Vertical expansion of any legal conforming principal building existing prior to adoption date of the 1998 Zoning Code is permitted up to the maximum height limits of the zoning district

Type text here

5. Is the proposed conditional use located in an area that will be adequately served by, and will not impose an undue burden on, any of the improvements, facilities, utilities or services provided by public agencies serving the subject property?

The improvements will not impose undue burden on any utilities or services

6. Do the potential public benefits of the proposed conditional use outweigh all potential adverse impacts of the proposed conditional use (as identified in Subsections 98-905(4)(b)1.-5.), after taking into consideration the Applicant's proposal and any requirements recommended by the Applicant to ameliorate such impacts?

Yes, following the City of Lake Geneva Zoning ordinance, the benefit of the Conditional Use Permit

Outweighs all potential adverse impacts

IV. FINAL APPLICATION PACKET INFORMATION

____ Receipt of 1 full scale copy in blueline or blackline of complete Final Application Packet by Zoning Administrator: Date: _____ by: _____

____ Receipt of 1 reduced (8.5" by 11" text and 11" x 17" graphics) copies of complete Final Application Packet by Zoning Administrator: Date: _____ by: _____

____ A digital copy of Final Application Packet shall be emailed to the Building and Zoning Department upon submittal deadline. Date: _____ by: _____

____ Certification of complete Final Application Packet and required copies to the Zoning Administrator by City Clerk: Date: _____ by: _____

____ Class 2 Legal Notice sent to official newspaper by City Clerk: Date: _____ by: _____

____ Class 2 Legal Notice published on _____ and _____ by: _____

____ Conditional Use recorded with the County Register of Deeds Office: Date: _____ by: _____

LAKE GENEVA
MANOR ASSOCIATION



January 6, 2026

Delivered via Email

Renee Hanlon
Building & Zoning Director
bzadmin@cityoflakegeneva.gov

Dear Ms. Hanlon,

The Lake Geneva Manor Architectural Review Committee (LGMARC) is in receipt of the updated plans for construction and remodel located at 1624 Lake Shore Drive, Lake Geneva, WI 53147 presented by Katie and Brian Coderre. Additionally, the proposed construction plans and an estimated timetable of construction has been delivered to the neighbors adjacent and within site of the proposed project location.

LGMARC has no comment to the proposed project presented by Katie and Brian Coderre subject to the City of Lake Geneva zoning and building code and keeping within the guidelines of the Lake Geneva Manor Association Architectural Review Committee.

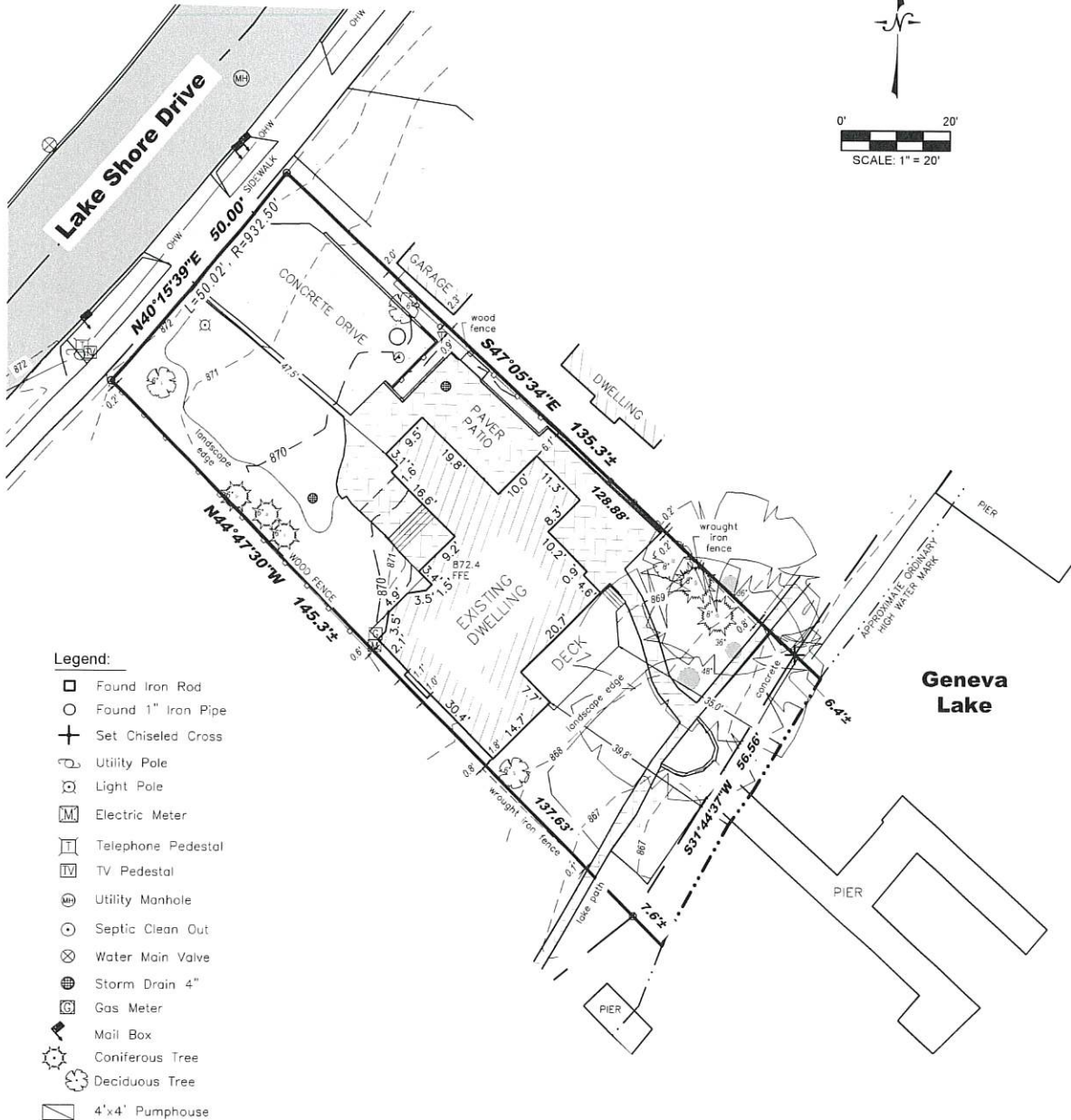
Sincerely,

Eileen Green Scheffler, member of the Lake Geneva Manor Architectural Review Committee

cc: The Lake Geneva Manor Association Board
Katie and Brian Coderre
Dave Hendrix, Building Inspector

PLAT OF SURVEY

LOCATION: 1624 Lakeshore Drive,
 Lake Geneva, WI
 PREPARED FOR: Brian & Katie Coderre
 PROPERTY DESCRIPTION:
 Lot 4, Block 18 of Lake Geneva Manor,
 located in the City of Lake Geneva,
 Walworth County, Wisconsin.
 TAX ID: ZLM 00037



Legend:

- Found Iron Rod
- Found 1" Iron Pipe
- ⊕ Set Chiseled Cross
- ⊕ Utility Pole
- ⊕ Light Pole
- ⊕ Electric Meter
- ⊕ Telephone Pedestal
- ⊕ TV Pedestal
- ⊕ Utility Manhole
- ⊕ Septic Clean Out
- ⊕ Water Main Valve
- ⊕ Storm Drain 4"
- ⊕ Gas Meter
- ⊕ Mail Box
- ⊕ Coniferous Tree
- ⊕ Deciduous Tree
- ⊕ 4'x4' Pumphouse

BEARINGS HEREON RELATE TO THE SOUTH LINE OF LOT 4, BLOCK 18 OF LAKE GENEVA MANOR; ASSUMED BEARING SOUTH 44°47'30" EAST.

NOTE: APPROXIMATE ORDINARY HIGH WATER MARK - FOR REFERENCE ONLY PER STATE STATUTE 236.025.

"ANY LAND BELOW THE ORDINARY HIGH WATER MARK OF A LAKE OF A NAVIGABLE STREAM IS SUBJECT TO THE PUBLIC TRUST IN NAVIGABLE WATERS THAT IS ESTABLISHED UNDER ARTICLE IX, SECTION 1, OF THE STATE CONSTITUTION."



LYNCH & ASSOCIATES
 ENGINEERING CONSULTANTS, LLC
 5482 S. WESTRIDGE DRIVE
 NEW BERLIN, WI 53151
 440 MILWAUKEE AVENUE
 BURLINGTON, WI 53105
 (262) 402-5040



I certify that I have surveyed the above-described property and in my professional opinion this map is a true representation thereof and is made in accordance with the records of the register of deeds as nearly as practical and that this survey complies with Wisconsin Administrative code AE-7 except for those items waived, if any, and is bound by Wisconsin State Statute 893.37 that defines statute of limitations in regard to surveys. This survey was prepared for the exclusive use of the client and present owners of the property.

No title policy has been provided to the surveyor regarding the property identified on this map. Therefore this plat of survey does not guarantee the existence, size and location of any easements, encumbrances, restrictions or other facts that could otherwise be disclosed in an ALTA/NSPS survey.

Ritchie P. Wenzel

Ritchie P. Wenzel, Professional Land Surveyor, S-4027



Coderre Renovation

1624 N Lakeshore Drive | Lake Geneva, Wisconsin 53147



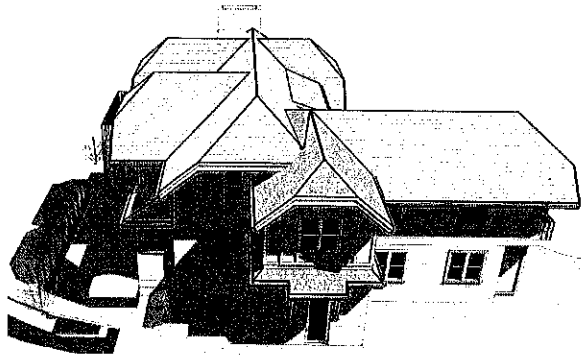
Coderre Renovation
1624 N Lakeshore Drive | Lake Geneva, Wisconsin 53147

© COPYRIGHT 2025
All rights reserved. No part of this document may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording, or by any information storage and retrieval system, without the prior written permission of ADDIS.

Rev. 016
Cover

Architect:
24-455
Date:
1-2-26

A1



Wisconsin Uniform Dwelling Code Compliance

Project: Coderre Renovation 1624 N Lakeshore Drive
Pin: DWA 16847
Zoning: R2M
Legal Description: LOT 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, 372, 373, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 424, 425, 426, 427, 428, 429, 430, 431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469, 470, 471, 472, 473, 474, 475, 476, 477, 478, 479, 480, 481, 482, 483, 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, 494, 495, 496, 497, 498, 499, 500, 501, 502, 503, 504, 505, 506, 507, 508, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525, 526, 527, 528, 529, 530, 531, 532, 533, 534, 535, 536, 537, 538, 539, 540, 541, 542, 543, 544, 545, 546, 547, 548, 549, 550, 551, 552, 553, 554, 555, 556, 557, 558, 559, 560, 561, 562, 563, 564, 565, 566, 567, 568, 569, 570, 571, 572, 573, 574, 575, 576, 577, 578, 579, 580, 581, 582, 583, 584, 585, 586, 587, 588, 589, 590, 591, 592, 593, 594, 595, 596, 597, 598, 599, 600, 601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 613, 614, 615, 616, 617, 618, 619, 620, 621, 622, 623, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 659, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 678, 679, 680, 681, 682, 683, 684, 685, 686, 687, 688, 689, 690, 691, 692, 693, 694, 695, 696, 697, 698, 699, 700, 701, 702, 703, 704, 705, 706, 707, 708, 709, 710, 711, 712, 713, 714, 715, 716, 717, 718, 719, 720, 721, 722, 723, 724, 725, 726, 727, 728, 729, 730, 731, 732, 733, 734, 735, 736, 737, 738, 739, 740, 741, 742, 743, 744, 745, 746, 747, 748, 749, 750, 751, 752, 753, 754, 755, 756, 757, 758, 759, 760, 761, 762, 763, 764, 765, 766, 767, 768, 769, 770, 771, 772, 773, 774, 775, 776, 777, 778, 779, 780, 781, 782, 783, 784, 785, 786, 787, 788, 789, 790, 791, 792, 793, 794, 795, 796, 797, 798, 799, 800, 801, 802, 803, 804, 805, 806, 807, 808, 809, 810, 811, 812, 813, 814, 815, 816, 817, 818, 819, 820, 821, 822, 823, 824, 825, 826, 827, 828, 829, 830, 831, 832, 833, 834, 835, 836, 837, 838, 839, 840, 841, 842, 843, 844, 845, 846, 847, 848, 849, 850, 851, 852, 853, 854, 855, 856, 857, 858, 859, 860, 861, 862, 863, 864, 865, 866, 867, 868, 869, 870, 871, 872, 873, 874, 875, 876, 877, 878, 879, 880, 881, 882, 883, 884, 885, 886, 887, 888, 889, 890, 891, 892, 893, 894, 895, 896, 897, 898, 899, 900, 901, 902, 903, 904, 905, 906, 907, 908, 909, 910, 911, 912, 913, 914, 915, 916, 917, 918, 919, 920, 921, 922, 923, 924, 925, 926, 927, 928, 929, 930, 931, 932, 933, 934, 935, 936, 937, 938, 939, 940, 941, 942, 943, 944, 945, 946, 947, 948, 949, 950, 951, 952, 953, 954, 955, 956, 957, 958, 959, 960, 961, 962, 963, 964, 965, 966, 967, 968, 969, 970, 971, 972, 973, 974, 975, 976, 977, 978, 979, 980, 981, 982, 983, 984, 985, 986, 987, 988, 989, 990, 991, 992, 993, 994, 995, 996, 997, 998, 999, 1000.

Item	Description	Code	Value
1	Permitted Access	SPS 322.01-115	100
2	Permitted Access	SPS 322.01-115	100
3	Permitted Access	SPS 322.01-115	100

Item	Description	Code	Value
1	Permitted Access	SPS 322.01-115	100
2	Permitted Access	SPS 322.01-115	100
3	Permitted Access	SPS 322.01-115	100

Item	Description	Code	Value
1	Permitted Access	SPS 322.01-115	100
2	Permitted Access	SPS 322.01-115	100
3	Permitted Access	SPS 322.01-115	100

Item	Description	Code	Value
1	Permitted Access	SPS 322.01-115	100
2	Permitted Access	SPS 322.01-115	100
3	Permitted Access	SPS 322.01-115	100

Item	Description	Code	Value
1	Permitted Access	SPS 322.01-115	100
2	Permitted Access	SPS 322.01-115	100
3	Permitted Access	SPS 322.01-115	100

Item	Description	Code	Value
1	Permitted Access	SPS 322.01-115	100
2	Permitted Access	SPS 322.01-115	100
3	Permitted Access	SPS 322.01-115	100

Item	Description	Code	Value
1	Permitted Access	SPS 322.01-115	100
2	Permitted Access	SPS 322.01-115	100
3	Permitted Access	SPS 322.01-115	100

Item	Description	Code	Value
1	Permitted Access	SPS 322.01-115	100
2	Permitted Access	SPS 322.01-115	100
3	Permitted Access	SPS 322.01-115	100

Item	Description	Code	Value
1	Permitted Access	SPS 322.01-115	100
2	Permitted Access	SPS 322.01-115	100
3	Permitted Access	SPS 322.01-115	100

Item	Description	Code	Value
1	Permitted Access	SPS 322.01-115	100
2	Permitted Access	SPS 322.01-115	100
3	Permitted Access	SPS 322.01-115	100

Item	Description	Code	Value
1	Permitted Access	SPS 322.01-115	100
2	Permitted Access	SPS 322.01-115	100
3	Permitted Access	SPS 322.01-115	100

Item	Description	Code	Value
1	Permitted Access	SPS 322.01-115	100
2	Permitted Access	SPS 322.01-115	100
3	Permitted Access	SPS 322.01-115	100

Item	Description	Code	Value
1	Permitted Access	SPS 322.01-115	100
2	Permitted Access	SPS 322.01-115	100
3	Permitted Access	SPS 322.01-115	100

Item	Description	Code	Value
1	Permitted Access	SPS 322.01-115	100
2	Permitted Access	SPS 322.01-115	100
3	Permitted Access	SPS 322.01-115	100

Item	Description	Code	Value
1	Permitted Access	SPS 322.01-115	100
2	Permitted Access	SPS 322.01-115	100
3	Permitted Access	SPS 322.01-115	100

Item	Description	Code	Value
1	Permitted Access	SPS 322.01-115	100
2	Permitted Access	SPS 322.01-115	100
3	Permitted Access	SPS 322.01-115	100

Graphic Symbols

Floor Plan Symbols: Includes symbols for Room Number, Room Type, and Room Name. Symbols include a circle with a number, a square with a number, and a square with a name.

Room Symbols: Includes symbols for Room Type, Room Name, and Room Number. Symbols include a square with a type, a square with a name, and a square with a number.

Abbreviations: A list of abbreviations and their corresponding symbols, such as 'A' for Apartment, 'B' for Bedroom, 'C' for Closet, etc.

Symbol	Description
A	Apartment
B	Bedroom
C	Closet
D	Dining Room
E	Entry
F	Family Room
G	Garage
H	Hallway
I	Interior
J	Jacket
K	Kitchen
L	Living Room
M	Master Bedroom
N	Nest
O	Office
P	Porch
Q	Quadrant
R	Room
S	Staircase
T	Terrace
U	Unit
V	Veranda
W	Wall
X	Window
Y	Yard
Z	Zoning

Sheet Number	Sheet Name
1	Site
2	General
3	Energy Conservation Checklist
4	Local Code Review
5	Site Plan
6	Energy Checklist
7	Local Code Review
8	Local Code Review
9	Local Code Review
10	Local Code Review
11	Local Code Review
12	Local Code Review
13	Local Code Review
14	Local Code Review
15	Local Code Review
16	Local Code Review
17	Local Code Review
18	Local Code Review
19	Local Code Review
20	Local Code Review
21	Local Code Review
22	Local Code Review
23	Local Code Review
24	Local Code Review
25	Local Code Review
26	Local Code Review
27	Local Code Review
28	Local Code Review
29	Local Code Review
30	Local Code Review
31	Local Code Review
32	Local Code Review
33	Local Code Review
34	Local Code Review
35	Local Code Review
36	Local Code Review
37	Local Code Review
38	Local Code Review
39	Local Code Review
40	Local Code Review
41	Local Code Review
42	Local Code Review
43	Local Code Review
44	Local Code Review
45	Local Code Review
46	Local Code Review
47	Local Code Review
48	Local Code Review
49	Local Code Review
50	Local Code Review



A D D S

Coderre Renovation

1624 N Lakeshore Drive | Lake Geneva, Wisconsin 53147

Project Number: 24-455
Sheet: 1-2-26

A2

Project Notes

1. Construction shall comply with all applicable codes and regulations.
2. The contractor shall be responsible for obtaining all necessary permits.
3. All work shall be completed within the specified time frame.
4. The contractor shall maintain the site in a safe and clean condition at all times.
5. All materials and workmanship shall be subject to inspection and approval.
6. The contractor shall provide a detailed schedule of work.
7. All changes to the contract shall be in writing and approved by the owner.
8. The contractor shall be responsible for the safety of all workers and the public.
9. All work shall be completed in accordance with the contract documents.
10. The contractor shall provide a final report and as-built drawings.
11. The contractor shall be responsible for the removal and disposal of all debris.
12. All work shall be completed in accordance with the contract documents.
13. The contractor shall be responsible for the safety of all workers and the public.
14. All work shall be completed in accordance with the contract documents.
15. The contractor shall be responsible for the removal and disposal of all debris.
16. All work shall be completed in accordance with the contract documents.
17. The contractor shall be responsible for the safety of all workers and the public.
18. All work shall be completed in accordance with the contract documents.
19. The contractor shall be responsible for the removal and disposal of all debris.
20. All work shall be completed in accordance with the contract documents.

General Notes

1. All work shall be completed in accordance with the contract documents.
2. The contractor shall be responsible for the safety of all workers and the public.
3. All materials and workmanship shall be subject to inspection and approval.
4. The contractor shall provide a detailed schedule of work.
5. All changes to the contract shall be in writing and approved by the owner.
6. The contractor shall be responsible for the removal and disposal of all debris.
7. All work shall be completed in accordance with the contract documents.
8. The contractor shall be responsible for the safety of all workers and the public.
9. All work shall be completed in accordance with the contract documents.
10. The contractor shall be responsible for the removal and disposal of all debris.
11. All work shall be completed in accordance with the contract documents.
12. The contractor shall be responsible for the safety of all workers and the public.
13. All work shall be completed in accordance with the contract documents.
14. The contractor shall be responsible for the removal and disposal of all debris.
15. All work shall be completed in accordance with the contract documents.
16. The contractor shall be responsible for the safety of all workers and the public.
17. All work shall be completed in accordance with the contract documents.
18. The contractor shall be responsible for the removal and disposal of all debris.
19. All work shall be completed in accordance with the contract documents.
20. The contractor shall be responsible for the safety of all workers and the public.

Foundation Notes

1. All foundation work shall be completed in accordance with the contract documents.
2. The contractor shall be responsible for the safety of all workers and the public.
3. All materials and workmanship shall be subject to inspection and approval.
4. The contractor shall provide a detailed schedule of work.
5. All changes to the contract shall be in writing and approved by the owner.
6. The contractor shall be responsible for the removal and disposal of all debris.
7. All work shall be completed in accordance with the contract documents.
8. The contractor shall be responsible for the safety of all workers and the public.
9. All work shall be completed in accordance with the contract documents.
10. The contractor shall be responsible for the removal and disposal of all debris.
11. All work shall be completed in accordance with the contract documents.
12. The contractor shall be responsible for the safety of all workers and the public.
13. All work shall be completed in accordance with the contract documents.
14. The contractor shall be responsible for the removal and disposal of all debris.
15. All work shall be completed in accordance with the contract documents.
16. The contractor shall be responsible for the safety of all workers and the public.
17. All work shall be completed in accordance with the contract documents.
18. The contractor shall be responsible for the removal and disposal of all debris.
19. All work shall be completed in accordance with the contract documents.
20. The contractor shall be responsible for the safety of all workers and the public.

Demolition Notes

1. All demolition work shall be completed in accordance with the contract documents.
2. The contractor shall be responsible for the safety of all workers and the public.
3. All materials and workmanship shall be subject to inspection and approval.
4. The contractor shall provide a detailed schedule of work.
5. All changes to the contract shall be in writing and approved by the owner.
6. The contractor shall be responsible for the removal and disposal of all debris.
7. All work shall be completed in accordance with the contract documents.
8. The contractor shall be responsible for the safety of all workers and the public.
9. All work shall be completed in accordance with the contract documents.
10. The contractor shall be responsible for the removal and disposal of all debris.
11. All work shall be completed in accordance with the contract documents.
12. The contractor shall be responsible for the safety of all workers and the public.
13. All work shall be completed in accordance with the contract documents.
14. The contractor shall be responsible for the removal and disposal of all debris.
15. All work shall be completed in accordance with the contract documents.
16. The contractor shall be responsible for the safety of all workers and the public.
17. All work shall be completed in accordance with the contract documents.
18. The contractor shall be responsible for the removal and disposal of all debris.
19. All work shall be completed in accordance with the contract documents.
20. The contractor shall be responsible for the safety of all workers and the public.

Wall Types

Type	Description	Detail	Area	Fire Rating	Thermal	Acoustical	Use Description
1	1/2" Gypsum Board on 2x4 Stud		150.0	0	0.05	0.5	Interior walls, non-fire rated
2	1/2" Gypsum Board on 2x4 Stud with Acoustic Mineral Wool		150.0	0	0.05	1.0	Interior walls, acoustic treated
3	1/2" Gypsum Board on 2x4 Stud with 1/2" Concrete		150.0	1	0.05	0.5	Interior walls, fire rated
4	1/2" Gypsum Board on 2x4 Stud with 1/2" Concrete and Acoustic Mineral Wool		150.0	1	0.05	1.0	Interior walls, fire and acoustic rated
5	1/2" Gypsum Board on 2x4 Stud with 1/2" Concrete and 1/2" Gypsum Board		150.0	1	0.05	0.5	Interior walls, fire and sound rated
6	1/2" Gypsum Board on 2x4 Stud with 1/2" Concrete and 1/2" Gypsum Board with Acoustic Mineral Wool		150.0	1	0.05	1.0	Interior walls, fire, acoustic, and sound rated

Schedule Notes

Window Schedule

1. All window work shall be completed in accordance with the contract documents.

2. The contractor shall be responsible for the safety of all workers and the public.

3. All materials and workmanship shall be subject to inspection and approval.

4. The contractor shall provide a detailed schedule of work.

5. All changes to the contract shall be in writing and approved by the owner.

6. The contractor shall be responsible for the removal and disposal of all debris.

7. All work shall be completed in accordance with the contract documents.

8. The contractor shall be responsible for the safety of all workers and the public.

9. All work shall be completed in accordance with the contract documents.

10. The contractor shall be responsible for the removal and disposal of all debris.

11. All work shall be completed in accordance with the contract documents.

12. The contractor shall be responsible for the safety of all workers and the public.

13. All work shall be completed in accordance with the contract documents.

14. The contractor shall be responsible for the removal and disposal of all debris.

15. All work shall be completed in accordance with the contract documents.

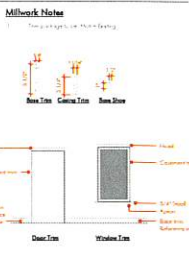
16. The contractor shall be responsible for the safety of all workers and the public.

17. All work shall be completed in accordance with the contract documents.

18. The contractor shall be responsible for the removal and disposal of all debris.

19. All work shall be completed in accordance with the contract documents.

20. The contractor shall be responsible for the safety of all workers and the public.



A D D S

Coderre Renovation

1624 N Lakeshore Drive | Lake Geneva, Wisconsin 53147

© COPYRIGHT 2025
This document is the property of A D D S and is intended for the use of the client only. It is not to be distributed, copied, or reproduced in any form without the written permission of A D D S. All rights reserved.

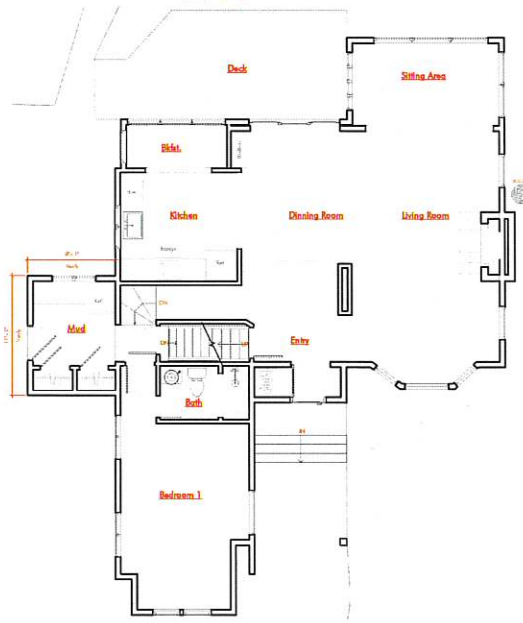
Wall Types & Notes

Revision
24-455
Date: 1-2-26

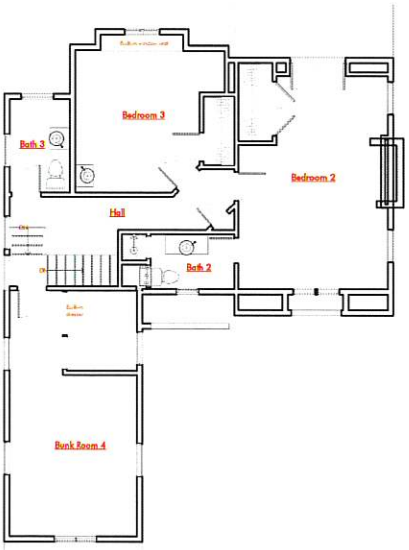
A4



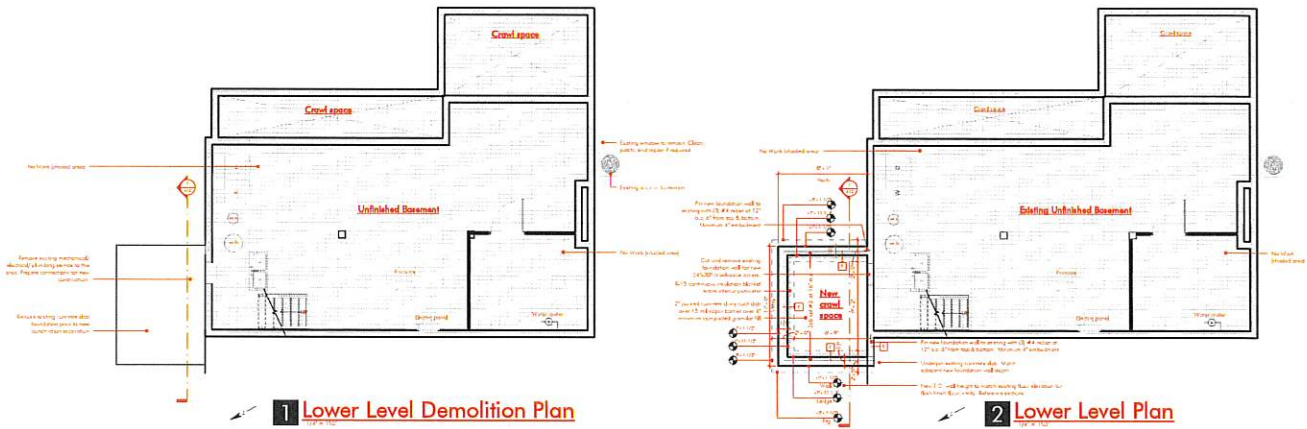
1 Existing Lower Level Plan

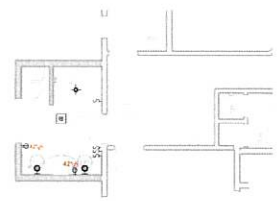


2 Existing First Floor Plan

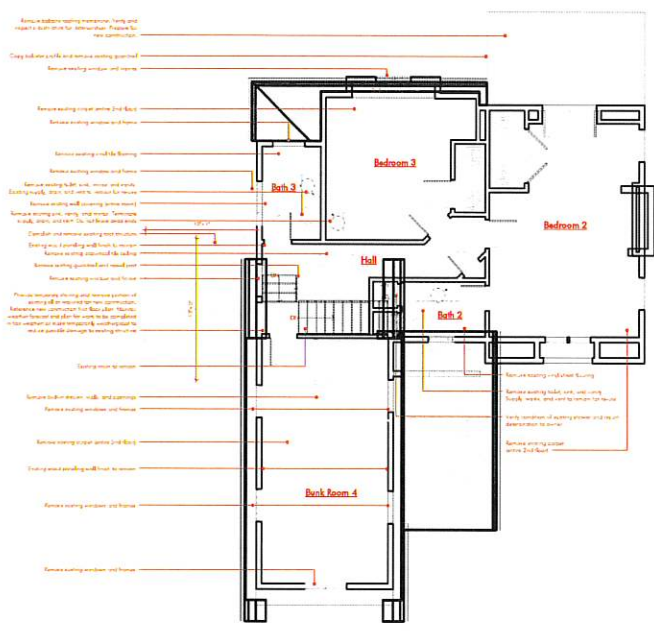


3 Existing Second Floor Plan

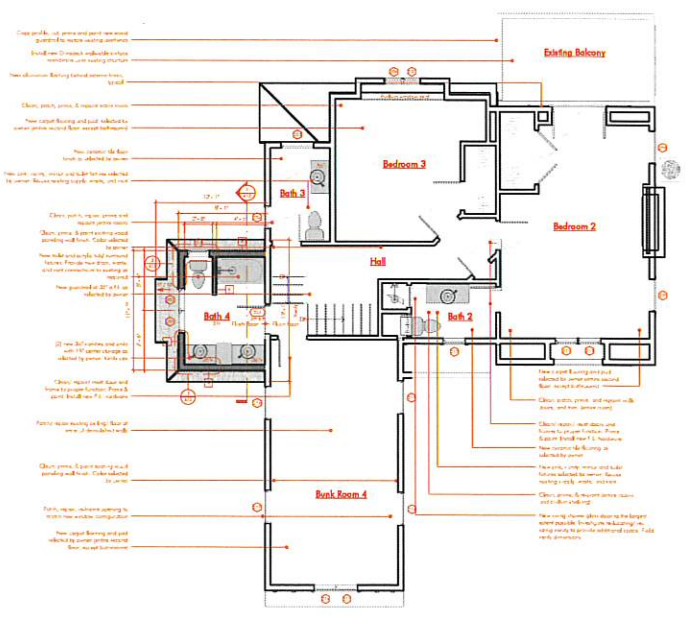




3 Second Floor Electrical Plan
1/16/26



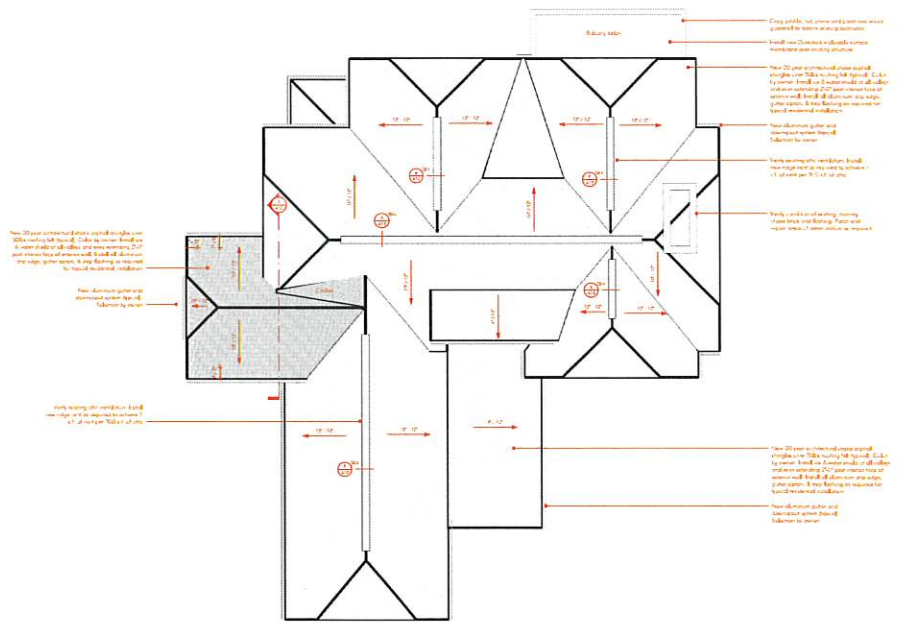
1 Second Floor Demolition Plan
1/16/26



2 Second Floor Plan
1/16/26

Coderre Renovation

1624 N Lakeshore Drive | Lake Geneva, Wisconsin 53147



1 Roof Plan

© COPYRIGHT 2025
A D D S ARCHITECTS, INC. is the owner of the copyright in this drawing. All rights reserved. No part of this drawing may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, or by any information storage and retrieval system, without the prior written permission of A D D S ARCHITECTS, INC.

Sheet Title
Roof Plan

Project Number
24-455
Date
1-2-26

A10



Coderre Renovation

1624 N Lakeshore Drive | Lake Geneva, Wisconsin 53147

© COPYRIGHT 2025
All rights reserved. This drawing is the property of ADD S and is not to be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, or by any information storage and retrieval system, without the prior written permission of ADD S.

Sheet 08
Exterior Elevations

Project Number: 24-455
Date: 1-2-26

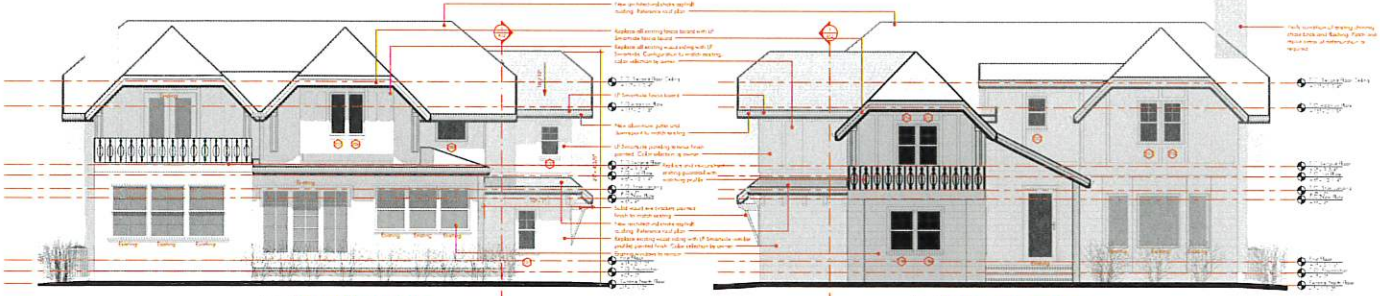
A11

Exterior Elevation Notes

1. Materials and notes listed below in the General Conditions apply to all elevations unless otherwise noted.
2. Elevation Notes do not supersede the General Conditions. General Conditions take precedence over Elevation Notes.
3. Elevation Notes do not supersede the General Conditions. General Conditions take precedence over Elevation Notes.
4. Elevation Notes do not supersede the General Conditions. General Conditions take precedence over Elevation Notes.

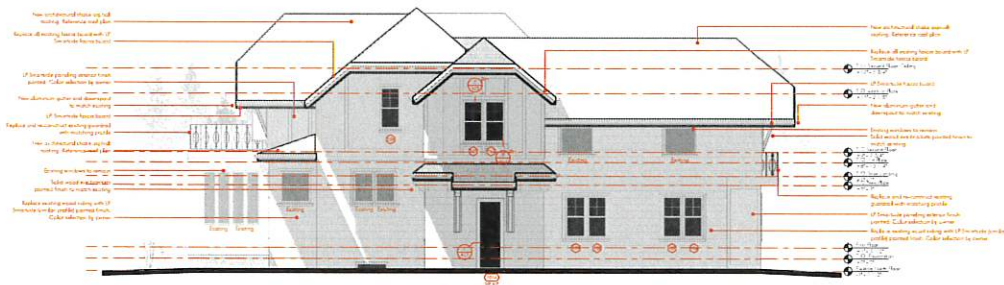


1 South Elevation

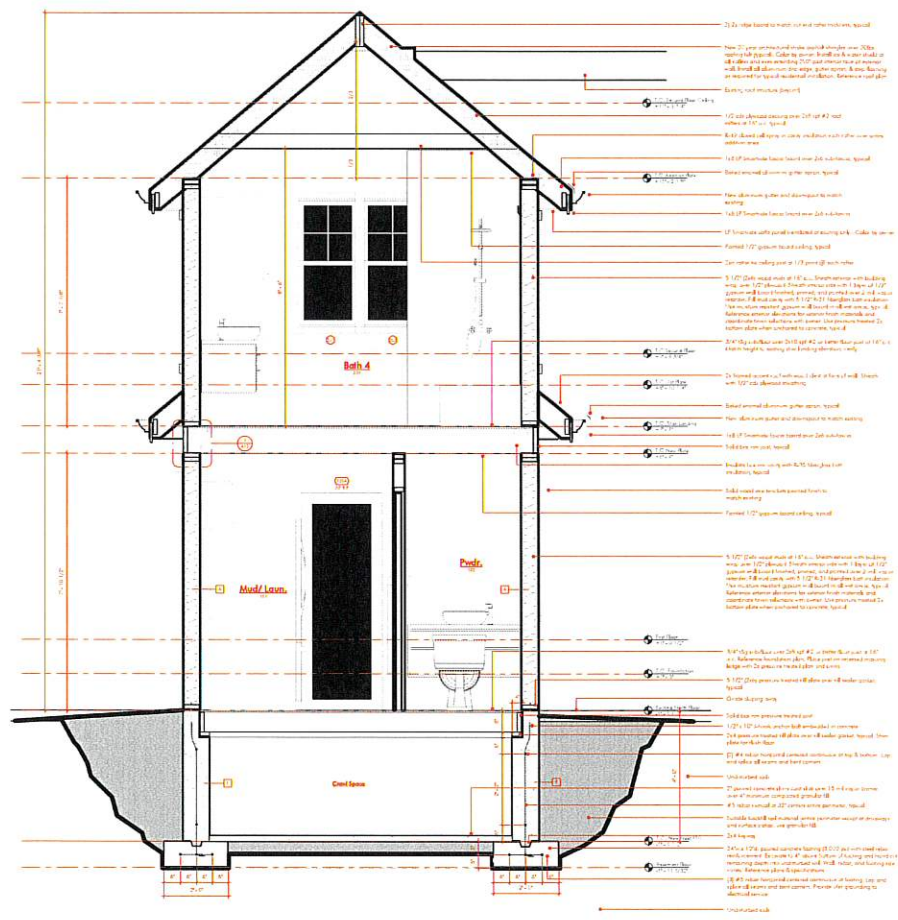


2 East Elevation

3 West Elevation



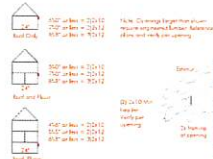
4 North Elevation



1 Building Section E-W



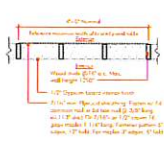
1 Box Rim/Wall Plate Connection



2 Exterior Wall Header

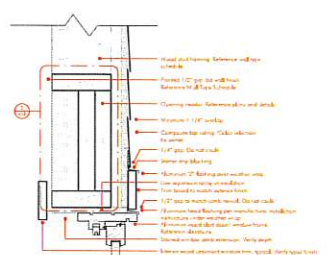


3 Braced Stud Corner

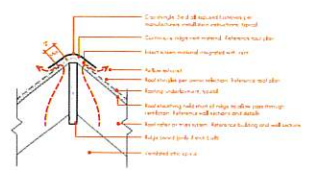


Min. Clipping width (inches)	Min. Clipping width (inches)	Min. Clipping width (inches)	Min. Clipping width (inches)	Min. Clipping width (inches)
OSB	OSB	OSB	OSB	OSB
2x6	2x6	2x6	2x6	2x6
2x8	2x8	2x8	2x8	2x8
2x10	2x10	2x10	2x10	2x10
2x12	2x12	2x12	2x12	2x12

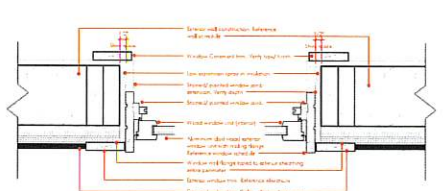
4 Wood Structural Panel



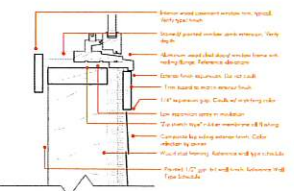
5 Exterior Finish Head



6 Ridge Vent



7 Typical Window Jamb



8 Exterior Finish Sill

A D D S
ARCHITECTS

Coderre Renovation

1624 N Lakeshore Drive | Lake Geneva, Wisconsin 53147

© COPYRIGHT 2025
All rights reserved. No part of this document may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, or by any information storage and retrieval system, without the prior written permission of the copyright owner.

Rev. No.
Details

Sheet Number
24-455

Date
1-2-26

A13

Coderre Renovation – Existing Condition Photos



View from Street (West looking East)



Northwest looking Southeast

RESOLUTION OF THE PLAN COMMISSION

Resolution recommending to the Common Council a Conditional Use Permit (CUP) filed by Katie Coderre, 2125 Hagen Lane, Flossmoor, IL 60422, for a request to construct an addition to the single family home within the Estate Residential-1 (ER-1) zoning district located at 1624 N Lake Shore Drive, Tax Key No. ZLM 00037.

Committee:	N/A		
Fiscal Impact:	N/A		
File Number:	PC-2026-001	Date:	February 16, 2026

WHEREAS, the City of Lake Geneva Plan Commission has considered a Conditional Use Permit application filed by Katie Coderre, 2125 Hagen Lane, Flossmoor, IL 60422, for a request to construct an addition to the single family home within the Estate Residential-1 (ER-1) zoning district located at 1624 N Lake Shore Drive, Tax Key No. ZLM 00037, and

WHEREAS, the Plan Commission held a Public Hearing thereon pursuant to proper notice given on February 16, 2026, and

WHEREAS, the Plan Commission made the following findings of fact:

1. In general, the proposed conditional use is in harmony with the purposes, goals, objectives, policies and standards of the City's Comprehensive Plan, Zoning Ordinance, and any other plan, program, or ordinance adopted, or under consideration pursuant to official notice by the City.
2. Specific to this site, the proposed conditional use is in harmony with the purposes, goals, objectives, policies and standards of the City's Comprehensive Plan, Zoning Ordinance, and any other plan, program, or ordinance adopted, or under consideration pursuant to official notice by the City.
3. The proposed conditional use in its proposed location, and as depicted on the required site plan does not result in a substantial or undue adverse impact on nearby property, the character of the neighborhood, environmental factors, traffic factors, parking, public improvements, public property or rights-of-way, or other matters affecting the public health, safety, or general welfare, either as they now exist or as they may in the future be developed as a result of the implementation of the provisions of the Zoning Ordinance, the Comprehensive Plan or any other plan, program, map, or ordinance adopted or under consideration pursuant to official notice by the City or other governmental agency having jurisdiction to guide development.
4. The proposed conditional use maintains the desired consistency of land uses, land use intensities, and land use impacts as related to the environs of the subject property.
5. The proposed conditional use is located in an area that will be adequately served by, and will not impose an undue burden on any improvements, facilities, utilities or services provided by public agencies serving the subject property.
6. The potential public benefits of the proposed conditional use outweigh all potential adverse impacts of the proposed conditional use after taking into consideration the Applicant's proposal and any requirements recommended by the Applicant to ameliorate such impacts, and

WHEREAS, the Plan Commission has recommended approval with the following conditions:

1. A pedestrian easement for the Geneva Shore Path shall be submitted to the satisfaction of City Attorney prior to building permit issuance.
2. Substantial conformation to the submitted plans.
3. All required permits shall be secured prior to start of construction.

NOW, THEREFORE, BE IT RESOLVED, that the Plan Commission hereby recommends to the Common Council of the Conditional Use Permit filed by Katie Coderre, 2125 Hagen Lane, Flossmoor, IL 60422, for a request to construct a new single family home within the Estate Residential-1 (ER-1) zoning district for the property located at 1624 N Lake Shore Drive, Tax Key No. ZLM 00037, per the findings of fact stated above and one condition of approval stated above.

Recommended to the Common Council of the City of Lake Geneva this 16th day of February, 2026.

PC Action: Adopted Failed Vote 6-0

Mayoral Action: Accept Veto

Todd Krause

2-18-2026



Official Stamp
Todd Krause
Mayor

Todd Krause, Plan Commission Chair Date

Attest:

Amanda Rotondi

2-17-26

Amanda Rotondi, Building and Zoning Clerk Date



Agenda Item Memo

City of Lake Geneva

Committee: Plan Commission

Meeting Date: February 16, 2026

Subject / Title: 830 Williams Street-CUP for Commercial Indoor Lodging

Submitted By: Alex Blay

Background / Request

This is an application for Limited Conditional Use Permit to continue the Commercial Indoor Lodging use of the property located at 830 Williams Street. This property was granted a Limited Conditional Use Permit previously which was conditioned upon ownership. This property has changed ownership, and the new owner is applying for a Limited Conditional Use Permit in their name.

Fiscal Impact / Budget

- **Estimated Cost:** [Click or tap here to enter text.](#)
- **Funding Source:** [Click or tap here to enter text.](#) (e.g., General Fund, TID, Water Utility, Grants)
- **Budget Status:** Within Budget _____ Over Budget _____
 Budget Amendment Required _____
- **GL Number:** _____

(If applicable, note grant awards, cost-sharing, or capital plan references.)

Ordinance/Policy Implications/Changes:

Recommendation:

Plan Commission recommended unanimously approving this application for Limited Conditional Use Permit for property at 830 Williams Street with the following conditions:

1. The Limited Conditional Use Permit is nontransferable and shall expire upon change of ownership.
2. The applicants shall apply for a City of Lake Geneva Business License and Room Tax Permit within thirty (30) days of CUP approval.

Implementation/Next Steps

Name of Committee	Date of Meeting	Original Agenda Item #	Outcome
Plan Commission	02/16/26		Recommend Approval
Common Council	03/09/26		

Attachments (list any and all attachments that go with this item and memo)

1. Staff Report
2. Redacted Zoning Application
3. Signed Plan Commission Resolution
4. Common Council Resolution

Reviewed by	Date:	Comments

STAFF REPORT
To Lake Geneva Plan Commission
Meeting Date February 16, 2026

Agenda Item: #7.a.b.

Applicant:
AMB Holdings
1710 Wales Court
Lake Geneva, WI

Request:
830 Williams Street
Conditional Use Permit:

- Continued operation of Commercial Indoor Lodging facility under New Ownership

Description:
This application is for a Conditional Use Permit (CUP) to allow the existing building at 830 Williams Street to continue to be used as a Commercial Indoor Lodging facility under new ownership.

Project Details from CUP Submittal

- The previous owner of this property was granted a Conditional Use Permit to operate a Commercial Indoor Lodging facility in 2022. That CUP was limited to ownership.
- The applicant is the new owner of this property and is proposing continuing the Commercial Indoor Lodging use as currently operated.
- Upon change of ownership, the existing CUP expired. This application is required to continue the use under a new Conditional Use Permit with new owner as operator.
- This property consists of five (5) total bedrooms over two (2) floors.
- The required number of parking spaces to support this use is one (1) off-street space per bedroom. There are five (5) parking spaces on site.

Action by the Plan Commission:

Recommendation to the Common Council on the proposed Conditional Use Permit (CUP):

As part of the consideration of the requested CUP, the Plan Commission is required to:

- Provide the Common Council with a *recommendation* regarding the proposed CUP;
- Include *findings* required by the Zoning Ordinance for CUPs; and,
- Provide specific suggested *conditions* to modify the project as submitted.

Staff Review Comments:

The proposed Commercial Indoor Lodging facility has operated at this location for a few years. The Building and Zoning Department has no records of complaints or code violation cases against this property. This application is required due to change of ownership as the current Conditional Use Permit is a Limited Conditional Use Permit with expiration upon change of ownership.

Required Plan Commission Findings on the CUP for Recommendation to the Common Council:

A proposed CUP must be reviewed by the standards below:

- A. If, after the public hearing, the Commission wishes to recommend *approval*, then the appropriate fact finding would be all of the following:

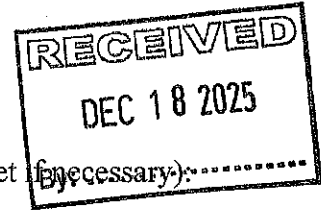
- a. In general, the proposed conditional use is in harmony with the purposes, goals, objectives, policies and standards of the City's Comprehensive Plan, Zoning Ordinance, and any other plan, program, or ordinance adopted, or under consideration pursuant to official notice by the City.
- b. Specific to this site, the proposed conditional use is in harmony with the purposes, goals, objectives, policies and standards of the City's Comprehensive Plan, Zoning Ordinance, and any other plan, program, or ordinance adopted, or under consideration pursuant to official notice by the City.
- c. The proposed conditional use in its proposed location, and as depicted on the required site plan does not result in a substantial or undue adverse impact on nearby property, the character of the neighborhood, environmental factors, traffic factors, parking, public improvements, public property or rights-of-way, or other matters affecting the public health, safety, or general welfare, either as they now exist or as they may in the future be developed as a result of the implementation of the provisions of the Zoning Ordinance, the Comprehensive Plan or any other plan, program, map, or ordinance adopted or under consideration pursuant to official notice by the City or other governmental agency having jurisdiction to guide development.
- d. The proposed conditional use maintains the desired consistency of land uses, land use intensities, and land use impacts as related to the environs of the subject property.
- e. The proposed conditional use is located in an area that will be adequately served by, and will not impose an undue burden on any improvements, facilities, utilities or services provided by public agencies serving the subject property.
- f. The potential public benefits of the proposed conditional use outweigh all potential adverse impacts of the proposed conditional use after taking into consideration the Applicant's proposal and any requirements recommended by the Applicant to ameliorate such impacts.

Staff Recommendation on the proposed Conditional Use Permit:

1. Staff recommend the Plan Commission to recommend approval of the proposed Conditional Use Permit as submitted.
2. Staff recommend the Plan Commission adopt the *affirmative set of findings* provided above.
3. Finally, staff recommend that *the following additional condition of approval* be recommended:
 - a. The Limited Conditional Use Permit is nontransferable and shall expire upon change of ownership.
 - b. The applicant shall apply for a City of Lake Geneva Business License and a Room Tax Permit within thirty (30) days of approval of this CUP.

APPLICATION FOR CONDITIONAL USE

City of Lake Geneva



Site Address/Parcel No. and full Legal Description required (attach separate sheet if necessary):.....

830 Williams St Lake Geneva WI 53147 Parcel Number ZRA 00017

Name and Address of Current Owner: **Alex Blay, AMB Holdings LLC 1710 Wales Ct Lake Geneva WI 53147**

Telephone No. with area code & Email of Current Owner: [REDACTED]

Owner Signature: Alex Blay

Name and Address of Applicant: **Alex Blay, AMB Holdings 1710 Wales Ct Lake Geneva WI**

Telephone No. with area code & Email of Applicant: [REDACTED]

Proposed Conditional Use: **Commercial Indoor Lodging/Short Term Rental**

Zoning District in which land is located: **GB General Business**

Names and Addresses of architect, professional engineer and contractor of project:

N/A, this is a finished, turnkey property

Short statement describing activities to take place on site:

This property has previously been fully renovated and works as a full time working AirBnB by Oakfire Properties. I have purchased the parcel and plan to continue using the building in the exact same manner.

Conditional Use Fee payable upon filing application: \$450.00 [\$100.00 for Application Under Sec. 98-407(3)]

12/18/25
Date

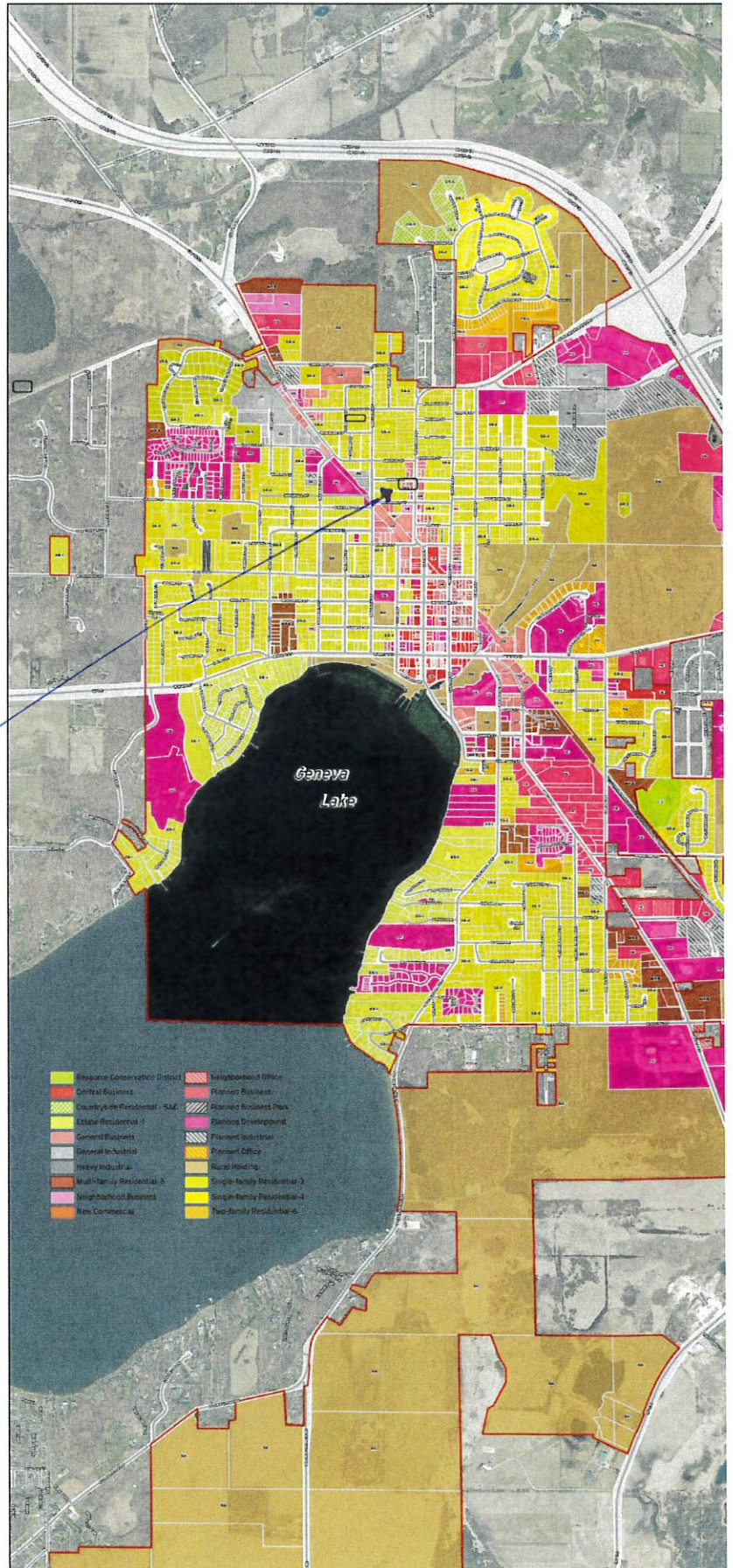
Alex Blay
Signature of Applicant

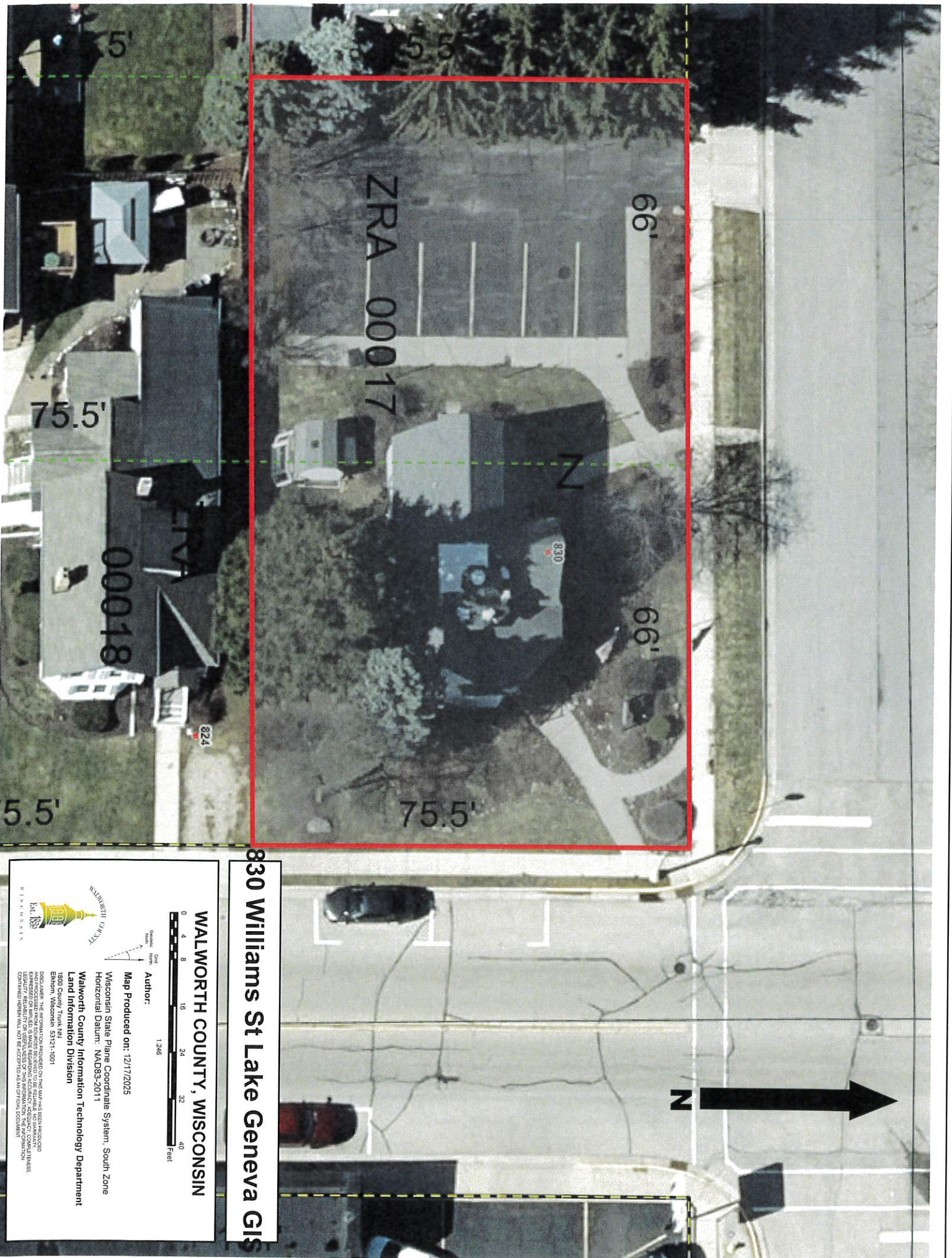
_____ Cost Recovery # _____

Petitioner Name _____ Project Address _____ AR# _____

OFFICE USE ONLY _____ Description of Request _____

830 Williams St
Zoned GB (General Business)





830 Williams St Lake Geneva GIS

WALWORTH COUNTY, WISCONSIN

Graphic Scale: 0 4 8 16 24 32 40 Feet

Author: 1246

Map Produced on: 12/17/2025

Wisconsin State Plane Coordinate System, South Zone
Horizontal Datum: NAD83-2011

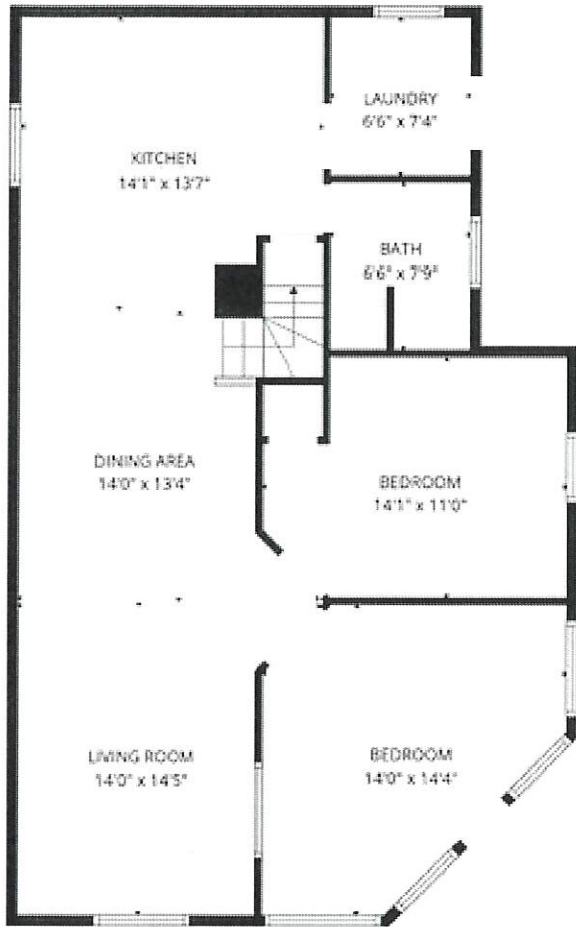
**Walworth County Information Technology Department
Land Information Division**

1800 County Trunk Rd
Ekhon, Wisconsin 53121-1001

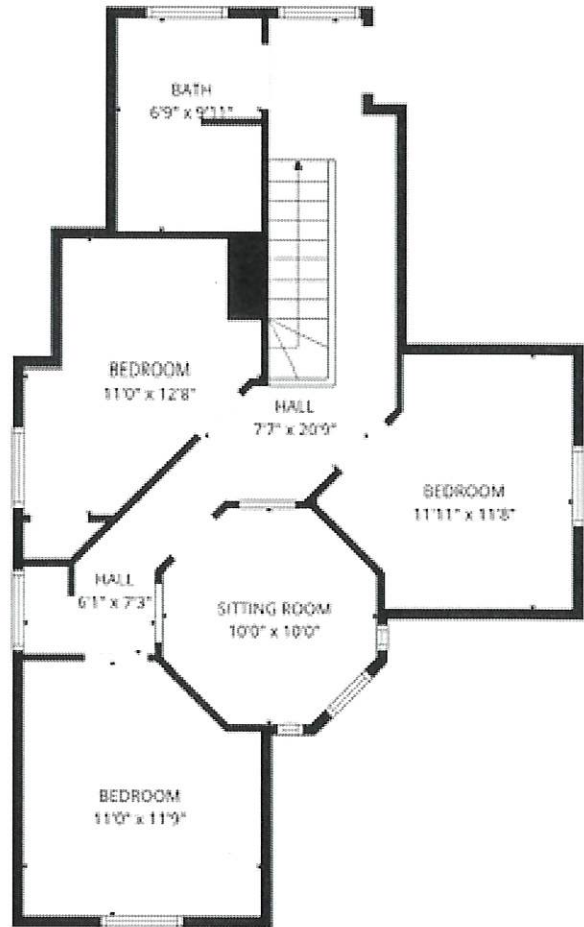
DISCLAIMER: THE INFORMATION PROVIDED ON THIS MAP WAS DERIVED FROM PUBLICLY AVAILABLE DATA SOURCES AND IS PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND. THE USER ASSUMES ALL LIABILITY FOR ANY AND ALL DAMAGES, INCLUDING REASONABLE ATTORNEY'S FEES, ARISING FROM THE USE OF THIS INFORMATION. WALWORTH COUNTY INFORMATION TECHNOLOGY DEPARTMENT

80 Williams St.

RECEIVED
JAN 13 2025
By:



1st floor



2nd floor

FLOOR PLAN CREATED BY COMICASA APP. MEASUREMENTS DEEMED HIGHLY RELIABLE BUT NOT GUARANTEED.

RESOLUTION OF THE PLAN COMMISSION

Resolution recommending to the Common Council a Limited Conditional Use Permit (CUP) filed by AMB Holdings, 1710 Wales Court, Lake Geneva, to operate a Commercial Indoor Lodging facility at 830 Williams Street, Tax Key No. ZRA00017.

Committee:	N/A		
Fiscal Impact:	N/A		
File Number:	PC-060	Date:	February 16, 2026

WHEREAS, the City of Lake Geneva Plan Commission has considered a Limited Conditional Use Permit (CUP) application filed by AMB Holdings, 1710 Wales Court, Lake Geneva, to operate a Commercial Indoor Lodging facility at 830 Williams Street, Tax Key No. ZRA00017, and

WHEREAS, the Plan Commission held a Public Hearing thereon pursuant to proper notice given on February 16, 2026, and

WHEREAS, the Plan Commission made the following findings of fact:

1. In general, the proposed conditional use is in harmony with the purposes, goals, objectives, policies and standards of the City’s Comprehensive Plan, Zoning Ordinance, and any other plan, program, or ordinance adopted, or under consideration pursuant to official notice by the City.
2. Specific to this site, the proposed conditional use is in harmony with the purposes, goals, objectives, policies and standards of the City’s Comprehensive Plan, Zoning Ordinance, and any other plan, program, or ordinance adopted, or under consideration pursuant to official notice by the City.
3. The proposed conditional use in its proposed location, and as depicted on the required site plan does not result in a substantial or undue adverse impact on nearby property, the character of the neighborhood, environmental factors, traffic factors, parking, public improvements, public property or rights-of-way, or other matters affecting the public health, safety, or general welfare, either as they now exist or as they may in the future be developed as a result of the implementation of the provisions of the Zoning Ordinance, the Comprehensive Plan or any other plan, program, map, or ordinance adopted or under consideration pursuant to official notice by the City or other governmental agency having jurisdiction to guide development.
4. The proposed conditional use maintains the desired consistency of land uses, land use intensities, and land use impacts as related to the environs of the subject property.
5. The proposed conditional use is located in an area that will be adequately served by, and will not impose an undue burden on any improvements, facilities, utilities or services provided by public agencies serving the subject property.
6. The potential public benefits of the proposed conditional use outweigh all potential adverse impacts of the proposed conditional use after taking into consideration the Applicant’s proposal and any requirements recommended by the Applicant to ameliorate such impacts, and

WHEREAS, the Plan Commission has recommended approval with the following condition:

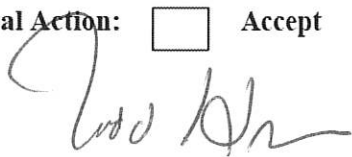
1. The Limited Conditional Use Permit is nontransferable and shall expire upon change of ownership.
2. The applicant shall apply for a City of Lake Geneva Business License and Room Tax Permit within thirty(30) days of CUP approval.

NOW, THEREFORE, BE IT RESOLVED, that the Plan Commission hereby recommends to the Common Council of the Conditional Use Permit filed by AMB Holdings, 1710 Wales Court, Lake Geneva, to operate a Commercial Indoor Lodging facility at 830 Williams Street, Tax Key No. ZRA00017, per the findings of fact stated above and one condition of approval stated above.

Recommended to the Common Council of the City of Lake Geneva this 16th day of February 2026.

PC Action: Adopted Failed Vote 6-0

Mayoral Action: Accept Veto



2-18-2026

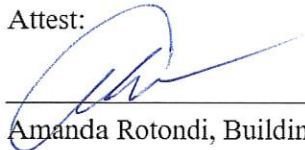


Official Stamp
Todd Krause
Mayor

Todd Krause, Plan Commission Chair

Date

Attest:



2-17-26

Amanda Rotondi, Building and Zoning Clerk

Date

STAFF REPORT
To Lake Geneva Plan Commission
Meeting Date February 16, 2026

Agenda Item: #7.a.b.

Applicant:

AMB Holdings
1710 Wales Court
Lake Geneva, WI

Request:

830 Williams Street

Conditional Use Permit:

- Continued operation of Commercial Indoor Lodging facility under New Ownership

Description:

This application is for a Conditional Use Permit (CUP) to allow the existing building at 830 Williams Street to continue to be used as a Commercial Indoor Lodging facility under new ownership.

Project Details from CUP Submittal

- The previous owner of this property was granted a Conditional Use Permit to operate a Commercial Indoor Lodging facility in 2022. That CUP was limited to ownership.
- The applicant is the new owner of this property and is proposing continuing the Commercial Indoor Lodging use as currently operated.
- Upon change of ownership, the existing CUP expired. This application is required to continue the use under a new Conditional Use Permit with new owner as operator.
- This property consists of five (5) total bedrooms over two (2) floors.
- The required number of parking spaces to support this use is one (1) off-street space per bedroom. There are five (5) parking spaces on site.

Action by the Plan Commission:

Recommendation to the Common Council on the proposed Conditional Use Permit (CUP):

As part of the consideration of the requested CUP, the Plan Commission is required to:

- Provide the Common Council with a *recommendation* regarding the proposed CUP;
- Include *findings* required by the Zoning Ordinance for CUPs; and,
- Provide specific suggested *conditions* to modify the project as submitted.

Staff Review Comments:

The proposed Commercial Indoor Lodging facility has operated at this location for a few years. The Building and Zoning Department has no records of complaints or code violation cases against this property. This application is required due to change of ownership as the current Conditional Use Permit is a Limited Conditional Use Permit with expiration upon change of ownership.

Required Plan Commission Findings on the CUP for Recommendation to the Common Council:

A proposed CUP must be reviewed by the standards below:

- A. If, after the public hearing, the Commission wishes to recommend *approval*, then the appropriate fact finding would be all of the following:

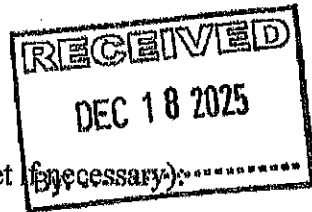
- a. In general, the proposed conditional use is in harmony with the purposes, goals, objectives, policies and standards of the City's Comprehensive Plan, Zoning Ordinance, and any other plan, program, or ordinance adopted, or under consideration pursuant to official notice by the City.
- b. Specific to this site, the proposed conditional use is in harmony with the purposes, goals, objectives, policies and standards of the City's Comprehensive Plan, Zoning Ordinance, and any other plan, program, or ordinance adopted, or under consideration pursuant to official notice by the City.
- c. The proposed conditional use in its proposed location, and as depicted on the required site plan does not result in a substantial or undue adverse impact on nearby property, the character of the neighborhood, environmental factors, traffic factors, parking, public improvements, public property or rights-of-way, or other matters affecting the public health, safety, or general welfare, either as they now exist or as they may in the future be developed as a result of the implementation of the provisions of the Zoning Ordinance, the Comprehensive Plan or any other plan, program, map, or ordinance adopted or under consideration pursuant to official notice by the City or other governmental agency having jurisdiction to guide development.
- d. The proposed conditional use maintains the desired consistency of land uses, land use intensities, and land use impacts as related to the environs of the subject property.
- e. The proposed conditional use is located in an area that will be adequately served by, and will not impose an undue burden on any improvements, facilities, utilities or services provided by public agencies serving the subject property.
- f. The potential public benefits of the proposed conditional use outweigh all potential adverse impacts of the proposed conditional use after taking into consideration the Applicant's proposal and any requirements recommended by the Applicant to ameliorate such impacts.

Staff Recommendation on the proposed Conditional Use Permit:

1. Staff recommend the Plan Commission to recommend approval of the proposed Conditional Use Permit as submitted.
2. Staff recommend the Plan Commission adopt the *affirmative set of findings* provided above.
3. Finally, staff recommend that *the following additional condition of approval* be recommended:
 - a. The Limited Conditional Use Permit is nontransferable and shall expire upon change of ownership.
 - b. The applicant shall apply for a City of Lake Geneva Business License and a Room Tax Permit within thirty (30) days of approval of this CUP.

APPLICATION FOR CONDITIONAL USE

City of Lake Geneva



Site Address/Parcel No. and full Legal Description required (attach separate sheet if necessary):
830 Williams St Lake Geneva WI 53147 Parcel Number ZRA 00017

Name and Address of Current Owner: **Alex Blay, AMB Holdings LLC 1710 Wales Ct Lake Geneva WI 53147**

Telephone No. with area code & Email of Current Owner: [REDACTED]

Owner Signature: *Alex Blay*

Name and Address of Applicant: **Alex Blay, AMB Holdings 1710 Wales Ct Lake Geneva WI**

Telephone No. with area code & Email of Applicant: [REDACTED]

Proposed Conditional Use: **Commercial Indoor Lodging/Short Term Rental**

Zoning District in which land is located: **GB General Business**

Names and Addresses of architect, professional engineer and contractor of project:
N/A, this is a finished, turnkey property

Short statement describing activities to take place on site:
This property has previously been fully renovated and works as a full time working AirBnB by Oakfire Properties. I have purchased the parcel and plan to continue using the building in the exact same manner.

Conditional Use Fee payable upon filing application: \$450.00 [\$100.00 for Application Under Sec. 98-407(3)]

12/18/25
Date

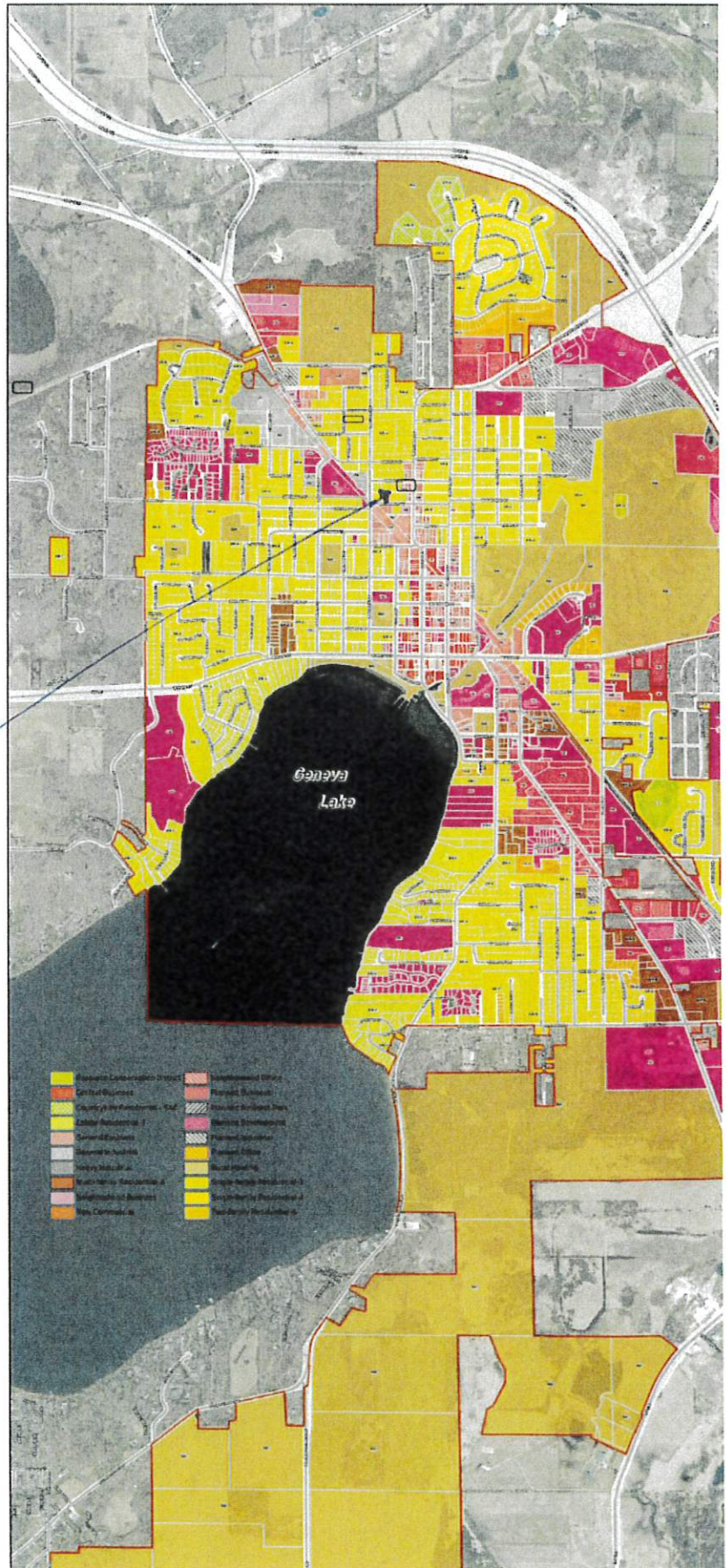
Alex Blay
Signature of Applicant

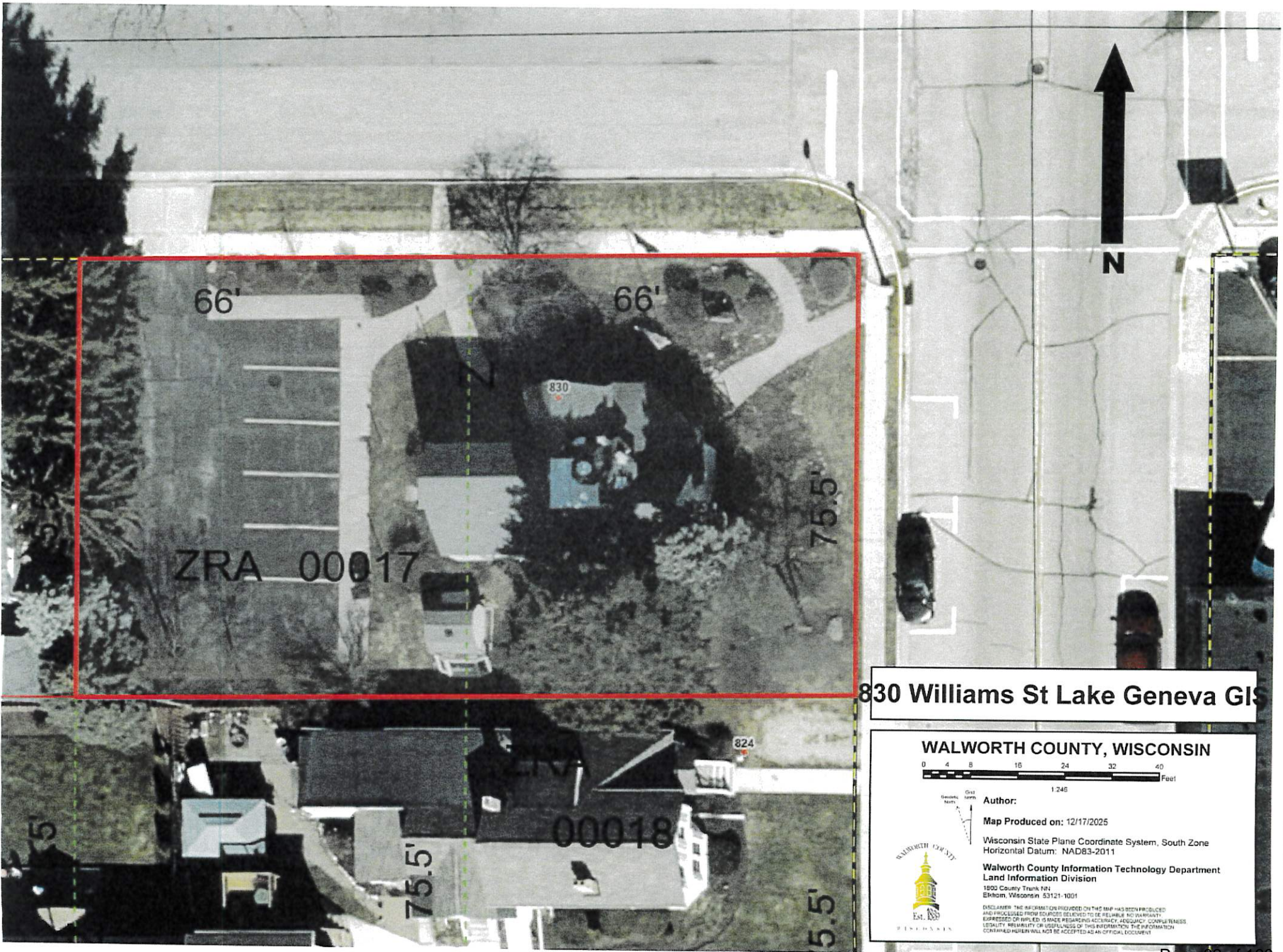
Cost Recovery # _____

Petitioner Name _____ Project Address _____ AR# _____

OFFICE USE ONLY Description of Request _____

830
Williams St
Zoned GB (General
Business)





66'

66'

75.5'

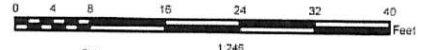
ZRA 00017

830



830 Williams St Lake Geneva GIS

WALWORTH COUNTY, WISCONSIN



Author:
Map Produced on: 12/17/2025

Wisconsin State Plane Coordinate System, South Zone
Horizontal Datum: NAD83-2011

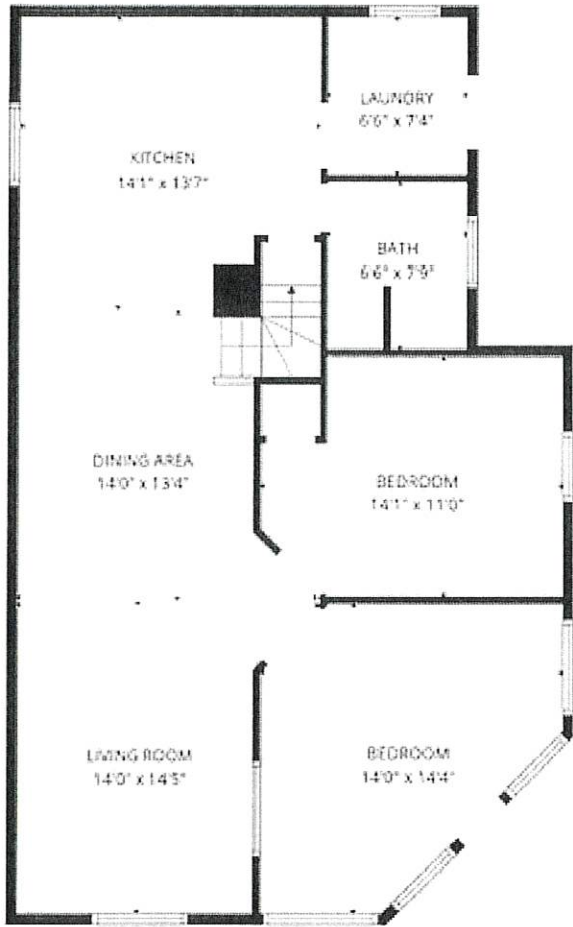
Walworth County Information Technology Department
Land Information Division
1800 County Trunk N4
Elkhorn, Wisconsin 53121-1001



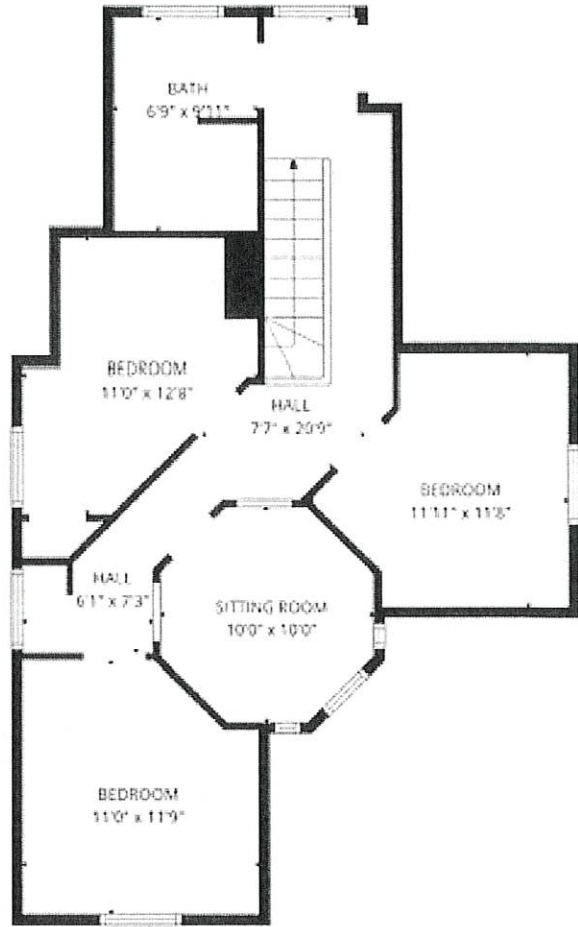
DISCLAIMER: THE INFORMATION PROVIDED ON THIS MAP HAS BEEN PRODUCED AND PROCESSED FROM SOURCES BELIEVED TO BE RELIABLE. NO WARRANTY, EXPRESS OR IMPLIED, IS MADE REGARDING ACCURACY, ADEQUACY, COMPLETENESS, LEGALITY, RELIABILITY OR USEFULNESS OF THIS INFORMATION. THE INFORMATION CONTAINED HEREIN WILL NOT BE ACCEPTED AS AN OFFICIAL DOCUMENT.

80 Williams t.

RECEIVED
JAN 13 2025
By:



1st floor



2nd floor

© 2014-2015 WILSON JONES ARCHITECTS, INC. ALL RIGHTS RESERVED. PHOTO COURTESY OF WILSON JONES ARCHITECTS, INC.

ORDINANCE OF THE COMMON COUNCIL

An ordinance amending Section 2-49, Standing committees of Article II, CITY COUNCIL and Subsection (a) Report to Council of Section 2-361, Procedure of Division 2, Claims of Article VI, FINANCE, and Section 2-501, Meetings to be televised and livestreamed of Article IX, MEETINGS of Chapter 2, Administration of the Municipal Code of the City of Lake Geneva, Wisconsin removing the Finance, Licensing and Regulation Committee as a municipal body in the City of Lake Geneva, Wisconsin.

Committee	N/A		
Fiscal Impact	N/A		
File Number	26-02	First Reading	March ____, 2026
		Second Reading	March ____, 2026

The Common Council of the City of Lake Geneva, Wisconsin, does hereby ordain that An ordinance amending, Section 2-49, Standing committees of Article II, CITY COUNCIL and Subsection (a) Report to Council of Section 2-361, Procedure of Division 2, Claims of Article VI, FINANCE, and Section 2-501, Meetings to be televised and livestreamed of Article IX, MEETINGS Chapter 2, Administration of the Municipal Code of the City of Lake Geneva, Wisconsin are amended to read as follows:

Sec. 2-49 Standing Committees.

[Code 1992, § 2.12; Ord. No. 08-02, 3-10-2008; 5-24-2010 by Ord. No. 10-05; 11-28-2011 by Ord. No. 11-32; 5-29-2012 by Ord. No. 12-08; 9-22-2014 by Ord. No. 14-05; 11-10-2014 by Ord. No. 14-08; 12-27-2016 by Ord. No. 16-23; 12-27-2016 by Ord. No. 16-21; 5-28-2019 by Ord. No. 19-06; 8-12-2020 by Ord. No. 20-09; 2-22-2021 by Ord. No. 21-01; 10-13-2025 by Ord. No. 25-15]

The standing committees of the council shall be:

~~Finance, Licensing and Regulation Committee;~~

Piers, Harbors, and Lakefront Committee;

Personnel Committee;

Public Works Committees.

The standing committees shall consist of five persons all of whom shall be Aldermen and shall be appointed by the Mayor subject to approval of Council.

The Mayor shall designate one of each committee's members as the committee chairman.

The term for member shall be one year. Vacancies shall be filled by appointment by the Mayor subject to approval of Council for the unexpired term.

A member or members of each standing committee may be removed by the Mayor with the approval of the Council.

Committee members shall serve without compensation other than the regularly established salary as Aldermen. Each standing committee shall adopt its own rules and procedures that are consistent with the current edition of Robert's Rules of Order and shall keep a written record and file a copy with the City Clerk of all its minutes, resolutions, and proceedings.

The City Clerk shall prepare the agenda and provide timely public notice, including date, place and agenda of all standing committee meetings in accordance with state statutes.

All standing committees shall meet at City Hall unless a meeting elsewhere is authorized by the Mayor or City Clerk.

A majority of the members of the committee shall constitute a quorum for the transaction of business

The powers, duties, and responsibilities of each standing committee are:

~~(1) Finance, Licensing and Regulation Committee. The Committee shall have the duties and powers set forth below:~~

~~a. Meeting. The Committee shall meet at 4:30 p.m. on the first and third Tuesday of each month and additionally as called by the Chairman or by a majority of the Committee. In the event of an election, the Committee Chairman may reschedule a regular meeting.~~

~~b. Financial recommendations. The Committee shall meet to discuss and make recommendations on the following or similar matters:~~

- ~~1. City or utility financing for capital improvements, capital projects, and capital equipment financing or leasing;~~
- ~~2. Refinancing;~~
- ~~3. Bond proceeds investing;~~
- ~~4. Financial forecasting;~~
- ~~5. Financing for housing development, economic development, or for tax incremental financing;~~
- ~~6. Bond counsel for financing, refinancing, financial evaluation, or bond rating;~~
- ~~7. Cooperate with the City Administrator, Comptroller, Treasurer, and others in preparation and review of the annual City budget; and~~
- ~~8. Consider and recommend all purchases of labor, services, supplies, and materials exceeding \$5,000 and all contracts made, except contracts pursuant to W.S.A. § 62.15(2). No contract or purchase shall be recommended except where sufficient funds have been appropriated in the current budget to an official, department, board or commission or to a particular fund. All purchases shall be made on the basis of a written purchase order by the proper official department head, board or commission.~~

~~c. Financial duties. Receive and authorize payment of the monthly obligations and payments of the City, provided such payments are authorized under the approved annual budget or authorized amendments to the annual budget of the City.~~

~~d. Regulatory and licensing duties. The Committee shall be responsible for recommendations of the following to City Council:~~

- ~~1. License applications, as required by statutes or ordinances;~~
 - ~~2. Planning and policy setting for the abatement of nuisances;~~
 - ~~3. Planning and policy setting on matters pertaining to licenses and permits; and~~
 - ~~4. Planning and policy setting on matters pertaining to orderly conduct.~~
- ~~e. Advise the City Council and City Administrator on matters relating to technology, information and communications with the City, or as referred by City staff or Council.~~

~~f. Evaluate and make recommendations to the City Council related to overall communications to the residents of the City of Lake Geneva with the vision of establishing a system of communications that keeps its residents reasonably well informed about the plans and actions of the City.~~

~~g. Advise the City Council on issues related to cable television pursuant to applicable state and federal laws.~~

~~h. Monitor the local cable television franchise and review service concerns pursuant to the franchise agreement.~~

~~i. Study the use of public access and government channels.~~

~~j. Review and make recommendations concerning the City's website.~~

~~k. Propose facilities and equipment needs necessary for video, electronic, and digital information distribution to staff and to the public.~~

(2) (1) Piers, Harbors, and Lakefront Committee. The Committee shall consider the following and shall have the duty to recommend action there as to the City Council:

- a. All commercial and private pier and buoy leases, including wording, length of lease, cost, and any other provisions.
- b. All rules and procedures pertaining to City leases, all activities within or surrounding the Riviera piers, buoys, dinghy pads, launching, trailer parking as part of boat launch fee and access road (if any) to piers.
- c. Launch fees and annual beach passes.
- d. New construction and maintenance of beach piers, buoys, dinghy pads, and boat launches.
- e. The Harbormaster or other person in charge of any lakefront activity shall report to and cooperate with the Committee.

(3) (2) Personnel Committee.

- a.** The Committee shall be responsible for overseeing the negotiations of all employment contracts, agreements, or hire letters between the City of Lake Geneva and its department heads, excepting only those employees who are specifically governed by another City board or commission. The Committee shall delegate the negotiations of all exempt and nonexempt employment contracts, agreements, or hire letters to the City Administrator.
 - b.** The Committee shall make formal recommendations to the City Council to approve or reject proposed contracts or employment agreements. The City Council retains final authority to approve or reject such agreements by majority vote.
 - c.** The Committee shall establish a review process and timeline for a semiannual and/or annual performance evaluation of the City Administrator. The City Administrator shall conduct semiannual and/or annual performance evaluations of City department heads, excluding those governed by another City board, commission, or an elected official. Evaluations shall focus on leadership effectiveness, adherence to City goals, policy implementation, and fiscal management.
 - d.** The Committee shall act in an oversight capacity for disciplinary actions involving department heads, and for matters escalated beyond internal departmental resolution such as grievances, prohibitive practice complaints, or termination recommendations. The City Administrator and department heads retain operational authority to address day-to-day personnel issues within the bounds of City policy and the Employee Handbook including all disciplinary actions and terminations.
 - e.** The Committee shall review and recommend job descriptions for all exempt City positions (excluding Police, Fire, Library, and Utility employees) for approval by the City Council. The City Administrator and department heads shall establish new or modified job descriptions for all non-exempt positions based on operational needs. Job descriptions shall be utilized when advertising for and evaluating potential new and current employees. All job descriptions shall be available for review by the Committee or City Council when requested.
 - f.** The Committee will interview and recommend department head employee candidates and all positions that are appointed by the City Council as set forth in Section **2-3** of the Municipal Code of the City of Lake Geneva.
 - g.** Upon recommendation of the Committee and approval by the City Council, the City Administrator and department heads shall implement and adhere to personnel policies, compensation structures, job descriptions, and procedures approved by the City Council. City department heads are those individuals responsible for the management of particular functions and employees of the City. Department heads shall be given the authority to hire and terminate employees within their department, provided that any hiring is done without violating budgetary constraints placed on their departments and any terminating is done within the guidelines established by the City of Lake Geneva.
 - h.** The City Administrator shall provide periodic reports to the Personnel Committee on hiring, promotions, evaluations, disciplinary actions, and staffing levels, to ensure alignment with policy and budgetary expectations.
- (4)-(3)** Public Works Committee. The Public Works Committee shall be responsible for activities taking place on public property, rights-of-way, and easements, and including the following:
- a.** Planning for maintenance, repairs and remodeling of all City-owned facilities except those facilities under the control of the Utility Commission and the Piers and Harbors Committee.
 - b.** Recommend repairs of City-owned facilities to be included in the following year's budget.
 - c.** Determine by inspection or otherwise, not less than annually, the need for repairs of each facility. Major repairs are to be included in the proposed five-year capital improvement plan and approved by the Common Council.
 - d.** Consult and cooperate with the Piers, Harbors, and Lakefront Committee, Park Commission, Cemetery Commission, Library Board and any other overlapping City committees.
 - e.** Superintend all public works and keep the streets, alleys, sidewalks, storm sewers, public open spaces, and public related places in repair.
 - f.** Unusual use of streets. No building shall be moved through the streets without a written permit therefor granted by the Board of Public Works, except in cities where the Council shall, by ordinance, authorize



Agenda Item Memo

City of Lake Geneva

Committee: Plan Commission

Meeting Date: February 16, 2026

Subject / Title: Text Amendment—Sandwich Board Sign Regulations

Submitted By: Staff

Background / Request

This text amendment is intended to remedy a potential problem recently found in the ordinance language. The current sign ordinance allows one (1) sandwich board sign to be placed on the sidewalk per each business located within a building. At the time the sign ordinance was written no one considered the unique situation where you have multiple businesses in one (1) building in our densely developed downtown. This creates a situation of multiple sandwich board signs placed on our downtown sidewalks which create hazards in navigating our sidewalks and visual clutter of our downtown. This text amendment allows for one (1) sandwich board sign per building entrance instead of the previous one (1) per business.

Fiscal Impact / Budget

- **Estimated Cost:** [Click or tap here to enter text.](#)
- **Funding Source:** [Click or tap here to enter text.](#) (e.g., General Fund, TID, Water Utility, Grants)
- **Budget Status:** Within Budget _____ Over Budget _____
 Budget Amendment Required _____
- **GL Number:** _____

(If applicable, note grant awards, cost-sharing, or capital plan references.)

Ordinance/Policy Implications/Changes:

98-811 Sign Ordinance Changes

Recommendation:

Implementation/Next Steps

Name of Committee	Date of Meeting	Original Agenda Item #	Outcome
Plan Commission	02/16/26		Recommend Approval
Common Council	03/09/26		

Attachments (list any and all attachments that go with this item and memo)

1. Staff Report
2. Redline Sign Code
3. Signed PC Resolution
4. Common Council Ordinance

Reviewed by	Date:	Comments

ORDINANCE OF THE COMMON COUNCIL

An ordinance amending subsection (2)(b) Section 98-803, Definitions, of Article 8, Signage Regulations of Chapter 98, Zoning of the Municipal Code of the City of Lake Geneva, adding the term “Building entrance” and providing a definition and amending subsection (D)(2), Sandwich Board Sign, Figure 98-811(1) Business Sign—Permanent Group, Section 98-811 Permitted Sign Rules of Article 8 Signage Regulations of Chapter 98, Zoning of the Municipal Code of the City of Lake Geneva, amending the way sign number is determined.

Committee	PLAN COMMISSION		
Fiscal Impact	N/A		
File Number:	26-03	Date:	March 9, 2026

The Common Council of the City of Lake Geneva, Wisconsin, does hereby ordain that An ordinance amending subsection (2)(b) Section 98-803, Definitions, of Article 8, Signage Regulations of Chapter 98, Zoning of the Municipal Code of the City of Lake Geneva, and amending subsection (D)(2), Sandwich Board Sign, Figure 98-811(1) Business Sign—Permanent Group, Section 98-811 Permitted Sign Rules of Article 8 Signage Regulations of Chapter 98, Zoning of the Municipal Code of the City of Lake Geneva, is amended to read as follows:

Sec. 98-803 Definitions.

Sec. 98-803. Definitions. [9-23-2024 by Ord. No. 24-07]

(1) Definition of a Sign. In this article, the word "sign" means any object, device, display, structure, or part thereof, situated or visible from outdoors, which is used to advertise, identify, display, direct or attract attention to an object, person, institution, organization, business, product, service, event, or location by any means, including words, letters, figures, designs, logos, symbols, fixtures, colors, illumination, or projected images.

For the purposes of this article, the following are not signs regulated by this article:

- (a) Traffic control devices and similar structures erected by roadway authorities located within a right-of-way to communicate regulatory, directional or similar information to users.
- (b) Decorations that are incidentally and customarily associated with a holiday, community festival or similar event.
- (c) Flags which do not contain a commercial message or commercial logo or branding.
- (d) Art works, including, but not limited to, wall murals and statues, which do not contain a commercial message or logo or branding.
- (e) Building colors and lighting which do not contain a commercial message or commercial logo or branding.
- (f) Window displays of merchandise, pictures, or models of products or services incorporated in a window display, which are not directly attached to an interior or exterior window surface.
- (g) Vehicles that are licensed, operable, and parked in legal parking spaces.

(h) Individual signs that are less than one square foot in area. Individual signs shall not be combined in a "mosaic" arrangement to create a resulting larger sign.

(i) Construction site banners as defined in Wis. Stats. § 66.1102(5)(a).

(2) Other Definitions.

ADVERTISING — Any writing, painting, display, emblem, drawing, sign, or other device designed, used, or intended for display or any type of publicity for the purpose of making anything known or attracting attention to a place, product, good, service, idea, or statement.

[BUILDING ENTRANCE. The publicly accessible ingress and egress point to a building from the exterior.](#)

BUILDING FRONTAGE — The width of the building facade that fronts a public street, highway, or interstate.

BUSINESS FRONTAGE — The portion of a building frontage occupied by a single tenant space having a public entrance within the building frontage. For businesses located on the interior of a building without frontage, the building elevation providing customer access shall be considered the business frontage.

CHANGEABLE COPY — Sign copy that may be changed manually to provide different information such as boards with changeable letters, bulletin boards, and chalkboards.

COMMERCIAL MESSAGE — Any sign wording, logo, branding, or other representation that, directly or indirectly, names, advertises, or calls attention to a business product, service, idea, or commercial activity. Any sign authorized by this article may contain a commercial message.

COPY — Words, letters, numbers, figures, designs, or other symbolic representations incorporated into a sign.

CUSTOMER ENTRANCE — The entrance that the public can use when an establishment is open to the public.

ELECTRONIC MESSAGE SIGN — See Section 98-808.

ELEVATION, BUILDING — The view of any building or other structure from any one of four sides regardless of the configuration or orientation of a building. No building shall be treated as having more than four building elevations. Each elevation will generally be identified as a north, south, east or west building elevation.

EXTERNAL ILLUMINATION — The lighting of an object from a light source located a distance from the object.

FACADE — See "Elevation, building."

FOR LEASE — The period of time in which a property is being offered for lease through a licensed real estate agent or is being offered for lease by the owner.

HEIGHT OF SIGN — The vertical distance from the average ground level at the base of the sign to the top of the highest attached component of the sign. See Section 98-815, Subsection (2), for the measurement of sign height.

LIGHTING, AMBIENT — Illumination in which the only light that falls onto the sign comes from sources that are available naturally (e.g., sunlight, moonlight) or from artificial lighting sources used for other purposes in the vicinity of the sign (e.g., streetlights, lighting installed for other purposes or sites)

LIGHTING, BACKLIT — Illumination that is arranged in such a way that the light is cast from behind the sign to the eyes of the viewer. Often, the lighting element is unshielded but concealed behind individual freestanding letters, creating a silhouette effect.

LIGHTING, GOOSENECK — Illumination resulting from light emitted directly from a shielded light fixture located at the top of the sign and angled downward onto the sign face. The light fixture is attached to a curved neck which is often flexible, allowing the user to position the light source onto the sign face.

LIGHTING, INTERNAL — Illumination emanating from a lighting element that is located behind the sign face and which is completely enclosed.

1. Internally illuminated signs shall have a light-colored copy on a dark-colored or opaque background, so that the copy is legible during the day and night. When illuminated, the sign shall appear to have an illuminated copy with a dark or non-illuminated background.
 - a. The requirements of Subsection 1, above, shall not apply to internally illuminated individual characters, letters, or shapes that do not contain copy on the sign face.
2. Neon lighting is not considered to be internal lighting.

LIGHTING, NEON — Glass tube lighting in which gas and phosphors are used in combination to create a colored light. Neon lighting is not considered internal lighting as defined above.

MAINTAIN — Maintaining the existing appearance of the sign; replacing the sign face or the supporting structure with identical materials, colors, and messages; changing the message of a changeable copy sign; or changing the face of an off-premises advertising sign (billboard).

NONCOMMERCIAL MESSAGE — Any wording, logo, branding, or other representation that does not, directly or indirectly, name, advertise, or call attention to a business product, service, idea, or commercial activity. Any sign authorized by this article may contain a noncommercial message.

OPEN HOUSE — An on-premises event used to advertise the lease, rent, or sale of a property.

PLAT PHASE — The subset of lots, rights-of-way, and outlots located within the perimeter boundary of a final plat that is being developed during a discrete and separate period from other lands in the same final plat.

SIGN AREA — The entire face of a sign, including the extreme limits of writing, representation, emblem, or other display, together with any material or color forming an integral part of the background of the display but not including any supporting framework. See Section 98-815, Subsection (4).

SIGN FACE — The area or display surface used for the message.

SITE — A site shall include all lots that are contiguous, under unified single ownership and intended to remain under unified single ownership under the jurisdiction of this article. A site may also be determined to be a portion of a single lot where more than one building contains separate businesses. For the purposes of this article, the site shall be determined by the Zoning Administrator.

TEMPORARY SIGN — A sign or advertisement intended to be displayed for a certain limited period of time. If a sign display area is permanent, but the message displayed is subject to periodic changes, that sign shall not be considered temporary. A portable sign shall not be considered a temporary sign or used for such a purpose.

THREE-DIMENSIONAL SIGNS — Signs that have a depth or relief on their surface. Where a sign consists of one or more three-dimensional objects (i.e., balls, cubes, clusters of objects, sculpture or statue-like trademarks), the sign area shall be measured according to its maximum projection upon a vertical plane. See Section 98-815, Subsection (4).

WINDOWPANE — The area defined by any combination of the window frame and mullions located within said frame.

Section 98-811: Permitted Sign Rules

- (1) Signs shall be allowed on private property in the City in accordance with Figures 98-811(1) through 98-811(3.A.), which address permitted signage as it relates to permits, quantity, area, location, lighting, and

zoning districts. The requirements set forth in Figures 98-811(1) through 98-811(3.A.) shall be declared to be part of this Article.

- (a) The rules for signs in the Business Signs--Permanent Group are located in Figure 98-811(1).
- (b) Additional rules pertaining to the Freestanding Sign Category are located in Figure 98-811(1.A.).
- (c) The rules for signs in the Business Signs—Other Group are located in Figure 98-811(2).
- (d) The rules for signs in the Miscellaneous Sign Group are located in Figure 98-811(3) and Figure 98-811(3.A.).
- (e) Signage for all uses in the Planned Unit Development zoning district shall be permitted per the underlying zoning district and may be granted flexibility through the Planned Unit Development process.

Figure 98-811(1): Business Sign--Permanent Group ²

Sign Categories & Sign Types	Sign Permit Required and Approver (see Section 98-827)	Number of Signs Allowed	Sign Locations Allowed	Sign Face Materials Allowed	Sign Lighting Allowed	Sign Area Formula	Sign Area & Height Maximums for Zoning Districts:			
							1 & 2 Family Residential	Multi-Family Residential	Non-Residential and Mixed-Use	Downtown
							CR-5ac, ER-1, SR3, SR-4, TR-6	MR-8	RH, PO, NB, PB, PBP, NO, GB, PI, and HI	CB
A. Freestanding Sign Category ^{1,2} Choose 1 of the following Sign Types.										
1. Monument Sign ^{1, 2, 4, 6, 10, 12, 16}	Yes: For each new sign. City staff approval.	1 sign per street frontage	Minimum sign setback from each property line shall be greater than or equal to the sign height. ¹⁰	Durable, all-weather materials in all districts. ¹²	Standard. ^{4,5}	1 sf of sign area per 1 ft of street frontage	Not allowed	32 sf area 6 ft height	120 sf area 8 ft height	
2. Dual-Post Sign ^{1, 2, 4, 6, 10, 12, 16}										
3. Pylon Sign ^{1, 2, 4, 6, 10, 12, 16}										
4. Freestanding Canopy Sign ¹⁷										
		1 per street frontage ¹⁶	Placed on the canopy facia ¹⁸			None. Use max area.	Not allowed		See Footnote 17	
B. On-Building Sign Category ^{1,2} Choose 1 of the following Sign Types.										
1. Wall Sign ^{1, 2, 3, 7, 9, 10}	Yes: For each new sign. City staff approval.	1 sign per business per street frontage, plus 1 sign per customer entry	Sign shall not extend above parapet or facia. Minimum overhang rules. ^{8, 9, 10} Sign may not project within 2 feet of curb.	Durable, all-weather materials in all districts.	Standard. ⁵	1 sf of sign area per 1 ft of building facade length	Not allowed	Per formula.		
2. Awning Sign ^{1, 2, 3, 8, 9, 10}										
3. Canopy Sign ^{1, 2, 3, 8, 9, 10}										
4. Marquee Sign ^{1, 2, 3, 8, 9, 10}										
5. Projecting Sign ^{1, 2, 3, 9, 10}										
							Not allowed	40 sf area 12 sf area		
C. Pedestrian Sign Category ^{1,2}										
1. Suspended Sign ^{1, 2, 9, 10}	Yes: For each new sign. City staff approval.	1 for each customer entrance.	Minimum overhang rules. ^{8, 9, 10}	Durable, all-weather materials in all districts.	Ambient or Gooseneck.	None. Use max area.	Not allowed	3 sf area		
D. Changeable Copy Sign Category ^{1,2}										
1. Menu Board Sign ^{1, 2, 15}	Yes: For each new sign. City staff approval.	1 for each business-entrance. Building entrance	Within 10 ft of customer entrance. Building entrance ^{8, 12} Minimum 15' from the rightofway. ¹⁰	Durable, all-weather materials in all districts.	Internal.	None. Use max area.	Not allowed		4 sf area	
2. Sandwich Board Sign ^{1, 2, 13}					Ambient only.		Not allowed		6 sf area/3 ft height/2 ft width	
3. Bulletin Board Sign ¹⁴					Internal.		Not allowed		10 sf area/6 ft height	
4. Drive Thru Sign ^{1, 2, 4, 11}	Yes: For each new sign. City staff approval.	1 per drive thru lane	Drive-thru ¹¹		Standard. ^{4,5}		Not allowed	48 sf area/8 ft height	Not allowed	

Footnotes Containing Additional Development Requirements:

- 1 Refer to Section 98-805 for definitions and rules for each Sign Category (lettered), and each Sign Type (numbered).
- 2 Available to land uses identified in the City of Lake Geneva Zoning Code Chapter 98, Article 2.

STAFF REPORT
To Lake Geneva Plan Commission
Meeting Date: February 16, 2026



Applicant:
City of Lake Geneva

Request:
Text Amendment to limit Number of Sandwich Board Signs per Building

Description:

During the Plan Commission Meeting of January 6, 2026, staff were asked to prepare a Zoning Ordinance text amendment to prevent the installation of multiple Sandwich Board Signs located on the public sidewalk outside of multitenant buildings. This issue arose from the unique circumstance of a multitenant building located in downtown. The current Sign Ordinance allows any business to install a Sandwich Board sign on the public sidewalk with no overall limit on the number of Sandwich Board signs. For example, a building with seven (7) tenant spaces could place seven (7) Sandwich Board signs on their sidewalk in front of their building. Commissioners agreed that this was not the intended outcome of Sign Ordinance and asked that staff look at a change to prevent this type of potential safety and visual clutter issue.

Regulating Zoning Ordinance Section:

Section 98-811 Permitted Sign Rules allows the following with respect to Sandwich Board Signs:

- Sign permit is required
- One (1) for each business
- Located within ten feet (10') of customer entrance
- Constructed of durable, all weather materials in all districts
- Ambient lighting only
- Allows maximum six (6) square feet in surface area/three (3) feet maximum height and two (2) feet maximum width.
- Allows on a sidewalk that measures at least six feet (6') in width
- Must be placed to maintain a five foot (5') wide pedestrian path
- Display limited to hours of operation of business

Staff Recommended Redline:

Staff are recommending the following amendments to the current Ordinance:

- **Building entrance** is added to the sign ordinance definitions and defined as: **The publicly accessible ingress and egress point to a building from the exterior.**
- Change the allowance of one (1) Sandwich Board Sign per business to **one (1) Sandwich Board Sign per Building Entrance.**
- Change requirement that sign be located within ten feet (10') of customer entrance to **sign located within ten feet (10') of Building Entrance.**

ARTICLE 8: SIGNAGE REGULATIONS

Section 98-801. Purpose.

- (1) The purpose of this Article is to establish standards for the fabrication, erection, and use of signs, and to regulate the location, type, size, and height of signage for all properties within the City of Lake Geneva. The adoption of this Article reflects the formal finding of fact by the City of Lake Geneva Plan Commission and City Council that regulation of signage advances the following compelling governmental interests:
 - (a) Elimination of signage that the City has determined to be a cause of unsafe traffic and visibility conditions for pedestrians, bicyclists, drivers, and passengers.
 - (b) Protection of pedestrians, bicyclists, drivers, and passengers from injury caused by the faulty and uncontrolled construction and use of signs within the City.
 - (c) Protection of pedestrians, bicyclists, drivers, and passengers from injury caused by distractions, obstructions, and hazards created by certain signs or by cluttered, distracting, or illegible signage.
 - (d) Promotion of the public welfare, health, and safety of all persons using public thoroughfares and rights-of-way within the City of Lake Geneva in relation to the signage displayed thereon, or overhanging, or projecting into such public spaces.
 - (e) Preservation of the value of private property by assuring the compatibility of signs with surrounding land uses.
 - (f) Assuring that public benefits derived from expenditures of public funds for the improvement and beautification of public streets and other public structures and spaces are protected from visual blight and unsafe conditions by exercising reasonable controls over character and design of signage.
 - (g) Advancing the aesthetic goals of the City throughout the community and ensuring the effectiveness and flexibility in the design, creativity, or use of signage without creating a detriment to the general public.
- (2) Furthermore, this Article leaves ample and adequate alternative channels of communication and is narrowly defined so as to limit regulation to exterior signage and signage designed to be viewed from beyond the boundaries of a site.

Section 98-802: Reserved

Section 98-803: Definitions

- (1) **Definition of a Sign.** In this Article, the word “sign” means any object, device, display, structure, or part thereof, situated or visible from outdoors, which is used to advertise, identify, display, direct or attract attention to an object, person, institution, organization, business, product, service, event, or location by any means, including words, letters, figures, designs, logos, symbols, fixtures, colors, illumination, or projected images.

For the purposes of this Article, the following are not signs regulated by this Article:

- (a) Traffic control devices and similar structures erected by roadway authorities located within a right-of-way to communicate regulatory, directional or similar information to users.
- (b) Decorations that are incidentally and customarily associated with a holiday, community festival or similar event.
- (c) Flags which do not contain a commercial message or commercial logo or branding.

- (d) Art works, including but not limited to wall murals and statues, which do not contain a commercial message or logo or branding.
- (e) Building colors and lighting which do not contain a commercial message or commercial logo or branding.
- (f) Window displays of merchandise, pictures, or models of products or services incorporated in a window display, which are not directly attached to an interior or exterior window surface.
- (g) Vehicles that are licensed, operable, and parked in legal parking spaces.
- (h) Individual signs that are less than one square foot in area. Individual signs shall not be combined in a “mosaic” arrangement to create a resulting larger sign.
- (i) Construction site banners as defined in Wis. Stats. §66.1102(5)(a).

(2) **Other Definitions.**

- (a) **Advertising.** Any writing, painting, display, emblem, drawing, sign, or other device designed, used, or intended for display or any type of publicity for the purpose of making anything known or attracting attention to a place, product, good, service, idea, or statement.
- (b) **[Building entrance.](#)** The publicly accessible ingress and egress point to a building from the exterior.
- (c) **Building frontage.** The width of the building façade that fronts a public street, highway, or interstate.
- (d) **Business frontage.** The portion of a building frontage occupied by a single tenant space having a public entrance within the building frontage. For businesses located on the interior of a building without frontage, the building elevation providing customer access shall be considered the business frontage.
- (e) **Commercial message.** Any sign wording, logo, branding, or other representation that, directly or indirectly, names, advertises, or calls attention to a business product, service, idea, or commercial activity. Any sign authorized by this Article may contain a commercial message.
- (f) **Copy.** Words, letters, numbers, figures, designs, or other symbolic representations incorporated into a sign.
- (g) **Changeable copy.** Sign copy that may be changed manually to provide different information such as boards with changeable letters, bulletin boards, and chalkboards.
- (h) **Customer entrance.** The entrance that the public can use when an establishment is open to the public.
- (i) **Electronic message sign:** See Section 98-808.
- (j) **Elevation, building.** The view of any building or other structure from any one of four sides regardless of the configuration or orientation of a building. No building shall be treated as having more than four building elevations. Each elevation will generally be identified as a north, south, east or west building elevation.
- (k) **External illumination.** The lighting of an object from a light source located a distance from the object.
- (l) **Façade.** See “Elevation, building.”
- (m) **For lease.** The period of time in which a property is being offered for lease through a licensed real estate agent or is being offered for lease by the owner.

- (n) **Height of sign.** The vertical distance from the average ground level at the base of the sign to the top of the highest attached component of the sign. See Section 98-815(2) for the measurement of sign height.
- (o) **Lighting, ambient.** Illumination in which the only light that falls onto the sign comes from sources that are available naturally (e.g. sunlight, moonlight) or from artificial lighting sources used for other purposes in the vicinity of the sign (e.g. streetlights, lighting installed for other purposes or sites)
- (o) **Lighting, backlit.** Illumination that is arranged in such a way that the light is cast from behind the sign to the eyes of the viewer. Often, the lighting element is unshielded but concealed behind individual freestanding letters, creating a silhouette effect.
- (p) **Lighting, gooseneck.** Illumination resulting from light emitted directly from a shielded light fixture located at the top of the sign and angled downward onto the sign face. The light fixture is attached to a curved neck which is often flexible, allowing the user to position the light source onto the sign face.
- (q) **Lighting, internal.** Illumination emanating from a lighting element that is located behind the sign face and which is completely enclosed.
 1. Internally illuminated signs shall have a light-colored copy on a dark-colored or opaque background, so that the copy is legible during the day and night. When illuminated, the sign shall appear to have an illuminated copy with a dark or non-illuminated background.
 - a. The requirements of Subsection (q)1., above, shall not apply to internally illuminated individual characters, letters, or shapes that do not contain copy on the sign face.
 2. Neon lighting is not considered to be internal lighting.
- (r) **Lighting, neon.** Glass tube lighting in which gas and phosphors are used in combination to create a colored light. Neon lighting is not considered internal lighting as defined in Subsection (q) above.
- (s) **Maintain.** Maintaining the existing appearance of the sign; replacing the sign face or the supporting structure with identical materials, colors, and messages; changing the message of a Changeable Copy Sign; or changing the face of an Off-Premises Advertising Sign (billboard).
- (t) **Noncommercial message.** Any wording, logo, branding, or other representation that does not, directly or indirectly, name, advertise, or call attention to a business product, service, idea, or commercial activity. Any sign authorized by this Article may contain a noncommercial message.
- (u) **Open house.** An on-premise event used to advertise the lease, rent, or sale of a property.
- (v) **Plat phase.** The subset of lots, rights-of-ways, and outlots located within the perimeter boundary of a Final Plat that is being developed during a discrete and separate period from other lands in the same Final Plat.
- (w) **Sign area.** The entire face of a sign, including the extreme limits of writing, representation, emblem, or other display, together with any material or color forming an integral part of the background of the display but not including any supporting framework. See Section 98-815(4).
- (x) **Sign face.** The area or display surface used for the message.
- (y) **Site.** A site shall include all lots that are contiguous, under unified single ownership and intended to remain under unified single ownership under the jurisdiction of this Article. A site may also be determined to be a portion of a single lot where more than one building contains separate businesses. For the purposes of this Article, the site shall be determined by the Zoning Administrator.
- (z) **Temporary sign.** A sign or advertisement intended to be displayed for a certain limited period of time. If a sign display area is permanent, but the message displayed is subject to periodic

changes, that sign shall not be considered temporary. A portable sign shall not be considered a temporary sign or used for such a purpose.

- (aa) **Three-dimensional signs.** Signs that have a depth or relief on their surface. Where a sign consists of one or more three-dimensional objects (i.e., balls, cubes, clusters of objects, sculpture or statue-like trademarks), the sign area shall be measured according to its maximum projection upon a vertical plane. See Section 98-815(4).
- (bb) **Windowpane.** The area defined by any combination of the window frame and mullions located within said frame.

Section 98-804: Reserved Section 98-805: Definitions Related to Sign Groups, Sign Categories, and Sign Types

This Section provides the definitions related to various Sign Groups, Sign Categories, and Sign Types. Figures 98-811(1) through 98-811(3.A.) provide the regulations for these signs applicable to each zoning district, including an indication of whether a particular Sign Type is permitted or prohibited as a new sign. Any Sign Type not addressed by this Article shall be considered prohibited.

- (1) **Business Sign--Permanent Group.** A permanent sign which directs attention to a business, commodity, service, or entertainment conducted, sold, offered, or manufactured upon the site where the sign is located.

“Business Sign--Permanent” is a Sign Group which contains various Sign Categories and Sign Types that a business is eligible to use, and which requires a sign permit and in some cases Plan Commission approval. This Sign Group includes the following Sign Categories: Freestanding Signs, On-Building Signs, Pedestrian Signs, and Changeable Copy Signs. See Figure 98-811(1) for additional rules related to zoning districts.

- (a) **Freestanding Sign Category.** A sign permanently resting on or supported by a slab, pedestal, post, pylon, or any other form of base located on the ground. The following Freestanding Sign Types are addressed by this Article:
 - 1. **Monument Sign.** A type of Freestanding Sign in which the bottom edge of the sign face is located within one foot of a ground-mounted pedestal.
 - 2. **Dual Post Sign.** A type of Freestanding Sign mounted to the sides or ends of two or more posts, with the majority of the sign area located between the outermost posts, with the bottom edge located within an average of three feet of existing grade.
 - 3. **Pylon Sign.** A type of Freestanding Sign erected upon one or more pylons or poles, generally of a height that is taller than permitted for a Dual Post sign.
 - 4. **Freestanding Canopy Sign.** A type of Freestanding Sign placed directly on the fascia of a freestanding canopy associated with an In-Vehicle Sales and Service land use (See Section 98-206(g)).
- (b) **On-Building Sign Category.** A type of sign permanently affixed to a wall of a building, and which is generally oriented and sized for visibility to motorists. The following On-Building Sign Types are addressed by this Article:
 - 1. **Wall Sign.** A type of On-Building Sign that is mounted directly on, and parallel to, a building façade or other vertical building surface. A Wall Sign also includes a sign located on the interior of a building that is intended to be viewed primarily from beyond the boundaries of the site. Whether an interior sign is considered a Wall Sign shall be determined by the Zoning Administrator during the sign permit review process.
 - 2. **Awning Sign.** A type of On-Building Sign that is directly affixed via sewing, silk screening, painting, or similar method to a non-rigid removable awning which is mounted to the façade of a building.

3. **Canopy Sign.** A type of On-Building Sign that is directly affixed via bolts, brackets, or similar method to a rigid permanent canopy which is mounted to, or adjacent to, the façade of a building.

4. **Marquee Sign.** A type of On-Building Sign that is mounted to a permanent roof-like structure that projects out from the exterior wall of a structure and shelters the entrance or entrance approaches to a building.
 5. **Projecting Sign.** A type of On-Building Sign that is mounted at any angle other than parallel to the wall on which it is mounted, extending from the face of the wall.
- (c) **Pedestrian Category.** A sign attached to the façade of a building and mounted just above sidewalk level, and which is oriented and sized for visibility to nearby pedestrians rather than to motorists.
1. **Suspended Sign.** A type of Pedestrian Sign that is mounted to the nearest wall, oriented to pedestrian traffic, and suspended from the underside of a horizontal plane surface, such as a covered porch, arcade, or canopy or suspended from a mounting bracket and arm.
- (d) **Changeable Copy Sign Category.** A sign typically used to advertise daily specials, daily menu items, or on-site events that change on a frequent basis and which usually includes changeable copy. This type of sign is often associated with restaurants, taverns, retail stores, music venues, and retail stores.

The following Changeable Copy Sign Types are addressed by this Article:

1. **Menu Board Sign.** A type of Changeable Copy Sign mounted flat against a wall containing changeable copy.
 2. **Sandwich Board Sign.** A type of freestanding Changeable Copy Sign placed on the ground and constructed in such a manner as to form an “A”-like shape, hinged or not hinged at the top, with each angular face held together at an appropriate distance by a supporting element such as a folding bar, latch, or chain.
 3. **Bulletin Board Sign.** A type of freestanding Changeable Copy Sign located on-site containing changeable copy and resting on or supported by a pedestal, post, or other form of base located on the ground.
 4. **Drive Thru Sign.** A type of Changeable Copy Sign used only in conjunction with drivethrough or drive-in establishments.
- (2) **Business Sign--Other Group.** A sign which directs attention to a business, commodity, service, or entertainment conducted, sold, offered, or manufactured upon the site where the sign is located. “Business Signs--Other” is a Sign Group which contains various Sign Categories and Sign Types that a business is eligible to use, which do not require a Sign Permit, and which are typically used to promote temporary activities. This Sign Group includes the following Sign Categories: Window Signs, Temporary Board & Banner Signs, Temporary Flag or Feather Signs, and Temporary Approved Development Signs. See Figure 98-811(2) for additional rules related to zoning districts.
- (a) **Window Sign Category.** A type of sign that is either painted onto a window, attached to the inside face of an exterior window, or located inside a building within 3 feet of a window and intended to be viewed from the exterior of the building. Window Signs may face toward the outside, the inside, or both.
 - (b) **Temporary Board & Banner Sign Category.** A sign located outside of a building for a defined display time limit. Such signs are often used for the purpose of informing the public of a sale or special offer.

The following Temporary Board & Banner Sign Types are addressed by this Article:

1. **Board Sign.** A type of Temporary Board & Banner Sign that is temporarily placed on the ground and is made of rigid material such as plywood or corrugated plastic.

2. **Banner Sign.** A type of Temporary Board & Banner Sign that is made of flexible material such as cloth or vinyl and is supported along one or more sides or at two or more corners by wires, ropes, string, nails, or other removable fastening materials.
- (c) **Temporary Flag & Feather Sign Category.** A sign located outside of a building. Such signs are often used for the purpose of informing the public of a sale or special offer.
1. **Flag Sign.** A type of Temporary Flag & Feather Sign that is located outside of a building, made of vinyl, fabric, or other similar lightweight all-weather flexible material which is mounted on a pole.
 2. **Feather Sign.** A type of Temporary Flag & Feather Sign consisting of a piece of vertically elongated, flexible material such as cloth or vinyl which is affixed to a single pole driven in the ground. The pole may be rigid or flexible but is not permanent.
- (d) **Temporary Approved Development Sign Category.** A sign which is limited to display only during the active development of a building or plat but does not include construction site banners defined under Wis. Stats. §66.1102(5).

The following Temporary Approved Development Sign Types are addressed by this Article:

1. **Active Building Board Sign.** A type of Temporary Approved Development Sign that is made of a rigid material such as plywood or corrugated plastic, which may be displayed only on the site of a building under construction, and only during the time period in which the Building Permit is valid.
 2. **Active Plat Board Sign.** A type of Temporary Approved Development Sign that is made of a rigid material such as plywood or corrugated plastic, which may be displayed only on the site of a subdivision plat under construction, and only during the time period when less than 80 percent of the lots in the plat phase have been sold.
- (3) **Miscellaneous Sign Group.** “Miscellaneous Sign Group” is a Sign Group containing various Sign Categories and Sign Types that a site or business is eligible or required to use. This group includes the following Sign Categories: Site Guidance Signs, Placemaking Signs, and Yard Signs. See Figure 98811(3) and 98-811(3.A.) for additional rules related to zoning districts.

- (a) **Site Guidance Sign Category.** A Sign Category that includes signs that the City finds essential or highly desirable in order to protect the public health, safety, or welfare. Specifically, these signs are used to provide information essential to the following public purposes: to deliver mail; to identify property addresses for the provision of emergency services such as fire or rescue service; to identify the management of rental properties for the provision of emergency services; to provide information about parking limitations or warnings against trespass; and, to provide information about required traffic flow where a safe path to a destination is not evident.

The following Site Guidance Sign Types are addressed by this Article:

1. **On-Building Locational Sign.** A type of Site Guidance Sign located on-building that typically indicates addressing information or the name or address of the property owner, tenant, or manager of the property.
2. **Interior Site Navigational Sign.** A type of Site Guidance Sign that typically includes a directional arrow or symbol that directs people to a specific destination within a development or site or indicates a warning from the property owner related to conditions on-site or that cites a City, State, or Federal law, order, rule, or regulation. Examples may include signs listing parking hours or “No Trespassing,” “No Loitering,” or “Customer Parking Only” signs. This Sign Type may also include either the name, logo, or symbol of the destination, provided that the name, logo, or symbol is less than 1 square foot.

- (b) **Placemaking Sign Category.** A Sign Category that conveys information which the City of Lake Geneva finds desirable to encourage placemaking, particularly related to officially recognized historic places, officially-designated neighborhoods, and conveying information for the general public. Signs in this Category are optional and are only permitted through official government action, including designation of historic places, creation of outlots in a Plat or Certified Survey Map, and the presence of an Institutional land use.

The following Placemaking Sign Types are addressed by this Article:

1. **Metal Plaque Sign.** A type of Placemaking Sign is available to officially recognized historic properties, sites, or districts, typically denoting the name of the building onto which it is mounted, its date of erection, or historical information.
 2. **Permanent Gateway Sign.** A type of Placemaking Sign typically indicating the name of a neighborhood, neighborhood association, or subdivision recognized by the City of Lake Geneva.
 3. **Community Sign.** A type of Placemaking Sign typically providing information to the community regarding scheduled public events, public activities, and public facilities.
 4. **Community Interior-Oriented Sign.** A type of Placemaking Sign typically indicating or recognizing a business or other entity which sponsors or supports a particular sport, team, event, or other activity in which persons are or will be engaged at the location where the sign is displayed.
- (c) **Yard Sign Category.** A Sign Category which is available to all land uses and is intended to accommodate a wide variety of sign purposes (e.g. garage sale signs, for sale signs, political signs, “slow down for kids” signs, on-premises advertising signs, etc.), often needed on a temporary basis. Such signs are freestanding and mounted on one or two stakes or posts and do not have footings. Yard Signs are not permitted in any street terrace or other portion of a right-of-way.

The following Yard Sign Types are addressed by this Article:

1. **Stake Sign.** A type of Yard Sign that consists of a sign face erected upon one or more metal wires or wood, metal, or plastic stakes of no more than 3 inches in width.
2. **Frame Sign.** A type of Yard Sign that consists of a frame into which a sign face can be inserted and erected upon two wood, metal, or plastic stakes or ground spikes.
3. **Arm & Post Sign.** A type of Yard Sign mounted on a post or posts, either with a bracket arm extending outward to support a hanging sign, with the sign attached directly to the side of the post, or with the sign mounted between two posts.

Sections 98-806 - 98-807: Reserved

Section 98-808: Electronic Message Signs

- (1) **Electronic Message Sign.** A type of sign that displays words, lines, logos, graphic images, or symbols, which may be changed electronically to provide different information, and which includes computer signs, electronic reader boards, video screens, LCD signs, electronic time and temperature signs, and other signs with electronically controlled changing or moving displays.
 - (a) Electronic Message Signs shall be permitted only with nonresidential land uses. No more than one Electronic Message Sign shall be permitted per site.
 - (b) In addition to the setback requirements of this Article, no Electronic Message Sign shall have a message that is visible from any residential zoning district within 150 feet of the sign.
 - (c) Electronic Message Signs may be integrated into the design of the following Sign Types: Freestanding Signs, Drive Thru Signs, or Community Signs, but may not comprise more than 50

square feet of the sign's total area. Electronic Message Signs shall count toward the site's maximum permitted sign area.

- (d) Messages and non-text images shall not change appearance more than once every 10 seconds and transitions between messages shall be via instantaneous change. Use of Electronic Message Signs for images, text, or lighting that change appearance in a manner not permitted above shall be considered animated signs, which are prohibited per Section 98-830.
- (e) Electronic Message Signs shall be equipped with photosensitive equipment which automatically adjusts the brightness and contrast of the sign in direct relation to the ambient outdoor illumination.
- (f) Electronic Message Signs shall comply with the exterior lighting requirements of Section 98-707.
- (g) Electronic Message Signs shall be maintained so as to display messages in a complete and legible manner.

Section 98-809: Reserved

Section 98-810: Group Developments

- (1) To accommodate increased signage needs for multi-tenant buildings, Group Developments (defined in Section 98-208), shall be permitted an increase in total permitted sign area and height.
 - (a) Each business shall be eligible for integration into a Group Development Sign. The allocation of the sign area for each business shall be determined by the property owner.
 - (b) Group Development Signs shall be configured as a Monument Sign per Section 98-805(1)(a)1.
 - (c) Group Development Signs may be increased by up to 50 percent in area and up to two feet in height above the maximum sign area and height established in Figure 98-811(1).
 - (d) Once a Sign Permit is granted for a proposed Group Development Sign, all existing freestanding signs on the site shall be brought into conformity with this Article.

Section 98-811: Permitted Sign Rules

- (1) Signs shall be allowed on private property in the City in accordance with Figures 98-811(1) through 98-811(3.A.), which address permitted signage as it relates to permits, quantity, area, location, lighting, and zoning districts. The requirements set forth in Figures 98-811(1) through 98-811(3.A.) shall be declared to be part of this Article.
 - (a) The rules for signs in the Business Signs--Permanent Group are located in Figure 98-811(1).
 - (b) Additional rules pertaining to the Freestanding Sign Category are located in Figure 98-811(1.A.).
 - (c) The rules for signs in the Business Signs—Other Group are located in Figure 98-811(2).
 - (d) The rules for signs in the Miscellaneous Sign Group are located in Figure 98-811(3) and Figure 98-811(3.A.).
 - (e) Signage for all uses in the Planned Unit Development zoning district shall be permitted per the underlying zoning district and may be granted flexibility through the Planned Unit Development process.

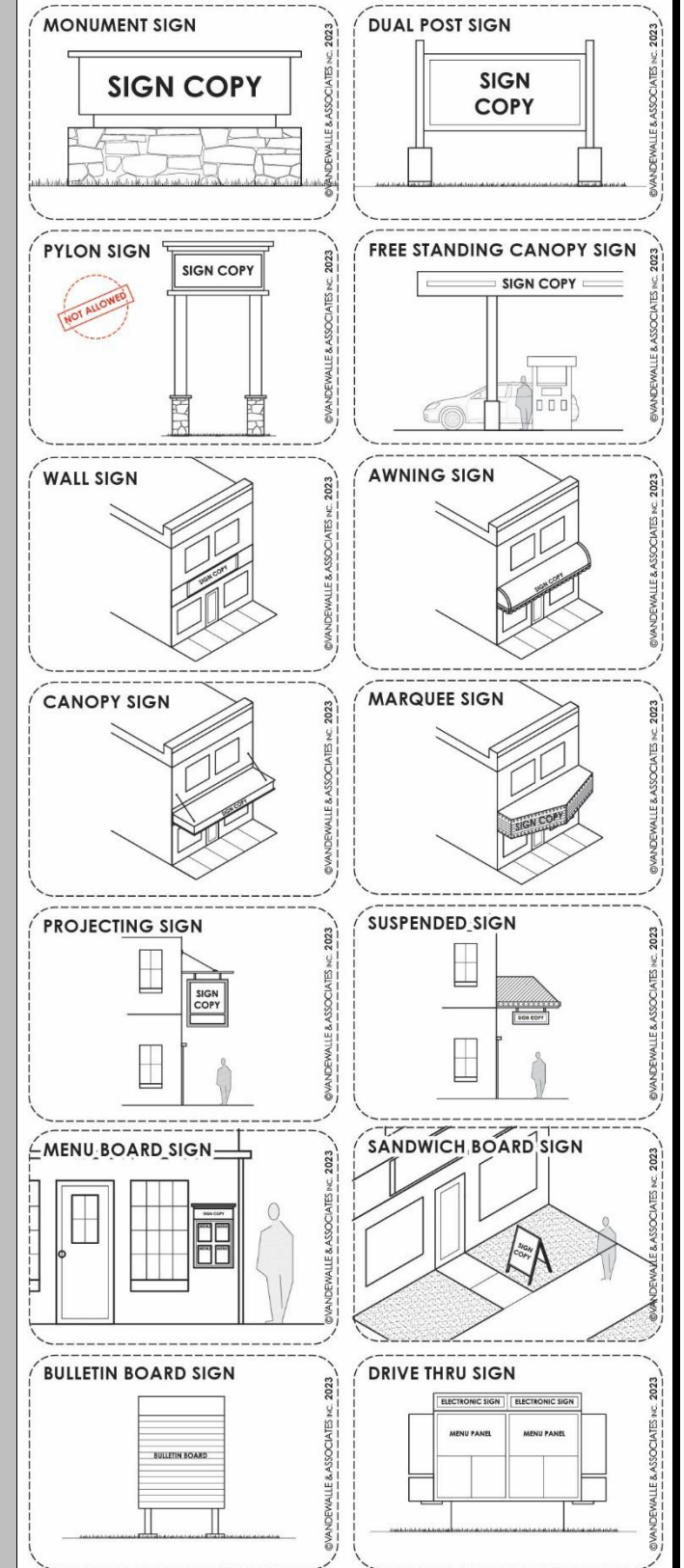
Figure 98-811(1): Business Sign--Permanent Group ²

Sign Categories & Sign Types	Sign Permit Required and Approver (see Section 98-827)	Number of Signs Allowed	Sign Locations Allowed	Sign Face Materials Allowed	Sign Lighting Allowed	Sign Area Formula	Sign Area & Height Maximums for Zoning Districts:			
							1 & 2 Family Residential CR-5ac, ER-1, SR3, SR-4, TR-6	Multi-Family Residential MR-8	Non-Residential and Mixed-Use RH, PO, NB, PB, PBP, NO, GB, PI, and HI	Downtown CB
A. Freestanding Sign Category ^{1,2} Choose 1 of the following Sign Types.										
1. Monument Sign ^{1, 2, 4, 6, 10, 12, 16}	Yes: For each new sign. City staff approval.	1 sign per street frontage	Minimum sign setback from each property line shall be greater than or equal to the sign height. ¹⁰	Durable, allweather materials in all districts. ¹²	Standard. ^{4,5}	1 sf of sign area per 1 ft of street frontage	Not allowed	32 sf area 6 ft height	120 sf area 8 ft height	
2. Dual-Post Sign ^{1, 2, 4, 6, 10, 12, 16}							Not allowed			
3. Pylon Sign ^{1, 2, 4, 6, 10, 12, 16}							Not allowed			
4. Freestanding Canopy Sign ¹⁷							None. Use max area.	Not allowed	See Footnote 17	
B. On-Building Sign Category ^{1,2} Choose 1 of the following Sign Types.										
1. Wall Sign ^{1, 2, 3, 7, 9, 10}	Yes: For each new sign. City staff approval.	1 sign per business per street frontage, plus 1 sign per customer entry	Sign shall not extend above parapet or fascia. Minimum overhang rules. ^{8, 9, 10} Sign may not project within 2 feet of curb.	Durable, allweather materials in all districts.	Standard. ⁵ Gooseneck. Backlit, gooseneck. Standard. ⁵	1 sf of sign area per 1 ft of building façade length	Not allowed	Per formula.		
2. Awning Sign ^{1, 2, 3, 8, 9, 10}								40 sf area		
3. Canopy Sign ^{1, 2, 3, 8, 9, 10}								12 sf area		
4. Marquee Sign ^{1, 2, 3, 8, 9, 10}								Not allowed		
5. Projecting Sign ^{1, 2, 3, 9, 10}								Not allowed		
C. Pedestrian Sign Category ^{1,2}										
1. Suspended Sign ^{1, 2, 9, 10}	Yes: For each new sign. City staff approval.	1 for each customer entrance.	Minimum overhang rules. ^{8, 9, 10}	Durable, all-weather materials in all districts.	Ambient or Gooseneck.	None. Use max area.	Not allowed	3 sf area		
D. Changeable Copy Sign Category ^{1,2}										
1. Menu Board Sign ^{1, 2, 15}	Yes: For each new sign. City staff approval.	1 for each business. Building entrance	Within 10 ft of customer entrance. Building entrance ^{9, 12} Minimum 15' from the right-ofway. ¹⁰	Durable, allweather materials in all districts.	Internal. Ambient only. Internal. Standard. ^{4,5}	None. Use max area.	Not allowed		4 sf area	
2. Sandwich Board Sign ^{1, 2, 13}							Not allowed		6 sf area/3 ft height/2 ft width	
3. Bulletin Board Sign ¹⁴							Not allowed		10 sf area/6 ft height	
4. Drive Thru Sign ^{1, 2, 4, 11}	Yes: For each new sign. City staff approval.	1 per drive thru lane	Drive-thru ¹¹				Standard. ^{4,5}	None. Use max area.	Not allowed	48 sf area/8 ft height

Footnotes Containing Additional Development Requirements:

- 1 Refer to Section 98-805 for definitions and rules for each Sign Category (lettered), and each Sign Type (numbered).
- 2 Available to land uses identified in the City of Lake Geneva Zoning Code Chapter 98, Article 2.
- 3 The number of permitted on-building signs may be transferred from one wall to another, but the total combined sign area on the receiving wall shall still be limited by its length ratio of said wall.
- 4 Electronic Message Signs (of up to 50% of the sign area) are permitted for this Sign Type in nonresidential districts. See Section 98-808.
- 5 "Standard" means the following forms of sign lighting: ambient, backlit, internal, and gooseneck. Any Internally illuminated sign must have opaque cabinet fields and a translucent message.
- 6 Group Development Signs may be up to 50% larger in area and 2 feet taller in height. See Section 98-810.
- 7 Every business shall be guaranteed a minimum of 50 square feet of Wall Sign area, regardless of the business's actual building façade length.
- 8 Sign copy shall be horizontally and vertically centered on the face of the awning, canopy, or marquee. Sign copy shall not extend above or below an awning or marquee but may extend up to 12" in height above the canopy face, excluding Freestanding Canopy Signs.
- 9 Bottom of sign shall be a min. of 14 feet above a drive, alley, street, parking space or other vehicle surface; a min. of 8 feet above a sidewalk, patio, or other ground-level- surface; and a maximum of 3 feet from the building. Wall Signs shall not project more than 12 inches horizontally beyond the edge of any wall or other surface to which they are mounted.
- 10 Sign must be located on-site and must not be located within any street right-of-way (which includes the entire public sidewalk and street terrace area) or vision triangle without a permit from the City Engineer.

Example Sign Diagrams:



11 Drive Thru Signs shall conform to the location requirements for In-Vehicle Sales or Service land uses. Drive Thru Signs shall be located within 15 feet of the building, sign copy shall not be viewable from the public right-of-way or an adjacent residential land use, sign type may be either freestanding or mounted on the exterior wall of the building and must meet the noise and lighting standards in the zoning code. A maximum total of 96 sf of total Drive Thru Signs is permitted per business.
12 Sign must be designed of materials complementary to and harmonious with the building and site and must be closely integrated with site landscaping.
13 Signs shall only be located on a public sidewalk or private walkway that is a minimum 6 feet wide and shall only be displayed during the hours of operation for on-site land use. Sign shall be located to maintain a 5-foot-wide pedestrian path.
14 Sign type only allowed for Institutional land uses as determined by the Zoning Administrator.
15 Menu Board Signs shall be securely affixed to the exterior wall of the building and shall not extend more than 4" from the wall on which it is mounted.
16 As required by Wis. Stat. Section 100.18(8), any In-Vehicle Sales and Service land use is permitted to include illuminated fuel price signage as a changeable copy or Electronic Message Sign integrated into the sign structure. Such signs shall count toward the site's maximum permitted sign area.
17 Only permitted for In-Vehicle Sales and Service land uses. Stripe width shall be permitted on all sides of the freestanding canopy and limited to a maximum height of 20 percent of the fascia's vertical height, to a maximum height of 12 inches. Sign copy shall be limited to a maximum of 4 square feet in size per fascia facing a public right-of-way.
Abbreviations: ft = feet max = maximum min = minimum sf = square feet C.U.P. = Conditional Use Permit P.C. = Plan Commission

Figure 98-811(2): Business Sign--Other Group ²

Sign Area & Height Maximums for Zoning Districts:

Example Sign Diagrams:

Sign Categories & Sign Types	Sign Permit Required and Approver (see Section 98-827)	Number of Signs Allowed	Sign Locations Allowed	Sign Face Materials Allowed	Sign Lighting Allowed	Sign Area Formula	Sign Area & Height Maximums for Zoning Districts:			
							1 & 2 Family Residential CR-5ac, ER-1, SR3, SR-4, TR-6	Multi-Family Residential MR-8	Non-Residential and Mixed-Use RH, PO, NB, PB, PBP, NO, GB, PI, and HI	Downtown CB
A. Window Sign Category ^{1,2,4} No time limit on the display of these signs.										
1. Window Sign ^{1, 2, 4}	Sign Permit not required.	Not to exceed maximum coverage percentages ⁴	Only allowed on the inside of the window. ¹¹	Paper, vinyl, or similar lightweight material, paint	Ambient only; up to 1 internally illuminated or neon sign per tenant	Based on the percentage of window area covered. →	Not allowed.		25% max window area coverage per window up to 25% max total window coverage area per façade ⁴	
B. Temporary Board or Banner Sign Category ^{1,2,3} Display limit is based on the footnotes below. ^{8, 10}										
1. Board Sign ^{1, 2, 3, 8}	Sign Permit not required.	1 per lot.	Sign setback shall be at least max. sign height ³	Plywood or similar rigid, all-weather material.	Ambient only.	None. Use max sign area limit. →	Not allowed.		32 sf max area 8 ft max height	
2. Banner Sign ^{1, 2, 3, 10}		1 per lot.	On-building	Vinyl, Fabric, or Lightweight allweather material.			Not allowed.		32 sf max area, cannot exceed building height	
C. Temporary Flag or Feather Sign Category ^{1,2,3} Display limit is based on the footnotes below. ^{9, 10}										
1. Flag Sign ^{1, 2, 3, 7}	Sign Permit not required.	1 per 100 feet of street frontage.	Sign setback shall be at least max. sign height ³	Vinyl, Fabric, or Lightweight allweather material.	Ambient Only	None; Use max sign area limit. →	32 sf max area, cannot exceed building height			
2. Feather Signs ^{1, 2, 3, 9}							Not allowed.		8 sf max area 6 ft max height ⁸	Not allowed.
D. Temporary Approved Development Sign Category ^{1,2,3} Display limit is based on the period of active development. ^{5, 6}										
1. Active Building Sign ^{1, 2, 3, 5}	Sign Permit not required.	2 per development site.	On-Building; or Freestanding; and clustered in a single location approved by the City Engineer.	Any durable, all-weather material.	Ambient only.	None; Use max sign area limit. →	32 sf max area ⁵ 10 ft max height			
2. Active Plat Sign ^{1, 2, 3, 6}							32 sf max area for each sign ⁶ 10 ft max height			
E. Prohibited Other Sign Category ¹ Display of the following signs is always prohibited in all zoning districts:										

- Signs resembling any traffic control sign or located within a required vision triangle near a street intersection or driveway apron, as determined by the City Engineer.
- Signs that project above the building parapet or eave.
- Signs that flutter, undulate, swing, rotate, or otherwise move, e.g. inflatable signs, windsocks/tubes, pennants, streamers, festoons, and pinwheels; except signs permitted in A.-D., above.
- Flashing, scrolling, or animated signs (including signs that change their appearance less than once per 6 seconds), beacon, search lights, and strobe lights.
- Signs mounted on platforms, with wheels or runners, such as trailer signs, sled signs, or other portable signs.

Footnotes Containing Additional Development Requirements:

- 1 Refer to Section 98-805 for definitions and rules for each Sign Category (lettered), and each Sign Type (numbered).
- 2 Available to land uses identified in the City of Lake Geneva Zoning Code Chapter 98, Article 2.
- 3 Sign must be located on-site and must not be located within any street right-of-way (which includes the entire public sidewalk and street terrace area) or vision triangle.
- 4 A "Window" is the total area within a window frame, which may be divided by muntins or mullions. Glass areas divided by walls, piers or columns are considered separate windows. Signs shall only be placed on windows located on the ground floor.
- 5 Period of active building development is between the issuance of the building permit and the issuance of the first occupancy permit for the building. One additional Active Building Sign is permitted on lots greater than 5 acres in size.
- 6 Period of active plat development is between the recording of the final plat to the issuance of building permits for 80% of the lots as applied to each development phase in the final plat. One additional Active Plat Sign is permitted for a subdivision greater than 5 acres in size.
- 7 Flag Signs must be mounted to a pole. The pole can either be driven into the ground or attached to a building. If the pole is driven into the ground, it must be rigid and permanent. If the pole is attached to the building, it must also be rigid. The following flags are exempt: National flags, flags of political subdivisions, and symbolic flags of any institution or badge or insignia of the United States, State of Wisconsin, Rock County, City of Lake Geneva, foreign countries or official historic plaques.
- 8 A Board Sign is only permitted during the sale or lease of the subject property or on-site building. Signs are permitted to be displayed between the listing of the subject property or on-site building for sale or for lease and shall be removed within ten days after undergoing a rental or lease agreement or sale.
- 9 Feather Signs shall only be displayed during business hours.
- 10 Banners and Flags shall be displayed a maximum of 30 consecutive days, 1 time per calendar year.

Abbreviations: ft = feet max = maximum min = minimum sf = square feet C.U.P. = Conditional Use Permit P.C. = Plan Commission

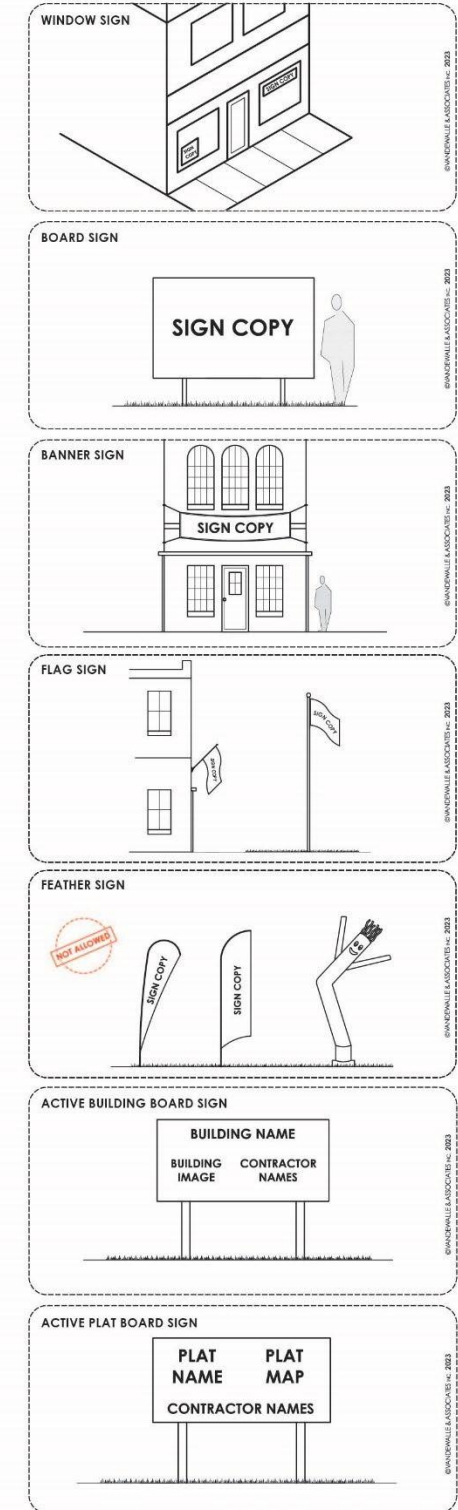


Figure 98-811(3): Miscellaneous Sign Group ²

**Sign Area & Height Maximums
for Zoning Districts:**

Sign Categories & Sign Types	Sign Permit Required and Approver (see Section 98-827)	Number of Signs Allowed	Sign Locations Allowed	Sign Face Materials Allowed	Sign Lighting Allowed	Sign Area Formula	1 & 2 Family Residential	Multi-Family Residential	Non-Residential and Mixed-Use	Downtown
							CR-5ac, ER-1, SR-3, SR-4, TR-6	MR-8	RH, PO, NB, PB, PBB, NO, GB, PI, and HI	CB

A. Site Guidance Sign Category ^{1, 2, 6}										
1. On-Building Locational Sign ^{1, 2, 6, 8, 10}	Sign Permit not required.	1 required per address. ⁶	On-building, and visible from street. ⁸	Any durable, all-needed. weather material.	Ambient only. Use	None max sign area limit. →	4 sf max area 6 ft max mounted height ¹⁰	12 sf max area 12 ft max mounted height ¹⁰		
2. Interior Site Navigational Sign ^{1, 2, 6, 8, 9}	Yes. For each new sign. Staff approval	As permitted by the Zoning Administrator	On-building or freestanding. ^{6, 8}				4 sf max area 6 ft max height			

B. Placemaking Sign Category ^{1, 2, 6}										
1. Metal Plaque Sign ^{1, 2}	Yes. For each new sign. HPC approval.	Up to 3 per historic building, property, or district.	On-building ⁸ or freestanding. ⁶	Bronze, aluminum, or stainless steel.	Standard. ⁷	None Needed. Use max sign area limit. →	6 sf max area 6 ft max height			
2. Permanent Gateway Sign ^{1, 2, 3, 6}	Yes. For each new sign. P.C. approval.	As approved per the final plat.	Minimum height of sign = minimum distance from the right-of-way ⁶				Any durable, allweather material.	Standard. ⁷	32 sf max area 6 ft max height	
3. Community Sign ^{1, 2, 4, 5, 6}		1 per site.		Standard. ^{5, 7}	1 sf of sign area per 1 ft of building façade length	See Monument Signs in Figure 98-811(1)				
4. Community Interior-Oriented Sign ^{1, 2, 4, 6}	Yes. For each new sign. Staff approval	As permitted by the Zoning Administrator	Affixed to fences facing the interior of a recreational field			Ambient only.	None Needed. Use max sign area limit. →	32 sf max area 15 ft max height		

Footnotes Containing Additional Development Requirements:

- 1 Refer to Section 98-805 for definitions and rules for each Sign Category (lettered), and each Sign Type (numbered).
- 2 Available to land uses identified in the City of Lake Geneva Zoning Code Chapter 98, Article 2, other than Community Signs and Community Interior-Oriented Signs.
- 3 Permanent Gateway Signs shall be located within a platted outlet or within a permanent sign easement and shall only be configured as a monument sign.
- 4 Community Signs shall only be configured as monument signs. Community Interior-Oriented Signs shall only be configured as a banner sign affixed to a fence facing the interior of a recreational field. Community Signs and Community Interior-Oriented Signs are only allowed for Institutional land uses as determined by the Zoning Administrator.
- 5 Electronic Message Sign are permitted per Section 98-808.
- 6 Sign must be located on-site and must not be located within any street right-of-way (which includes the entire public sidewalk and street terrace area) or vision triangle.
- 7 "Standard" means the following forms of sign lighting: ambient, backlit, internal, and gooseneck.
- 8 On-building signs must be located within 10 feet of building's main entrance.
- 9 May also include either the name, logo, or symbol of the destination, provided that the name, logo, or symbol is less than 1 square feet.
- 10 Home occupations are permitted one additional On-Building Locational Sign. Such sign shall be a max of 2 square feet.
- 11 Water tower signs shall be approved by the Plan Commission through the Site Plan review process (see Section 98-908).

Abbreviations: ft = feet max = maximum min = minimum sf = square feet C.U.P. = Conditional Use Permit P.C. = Plan Commission HPC = Historic Preservation Commission

Example Sign Diagrams:

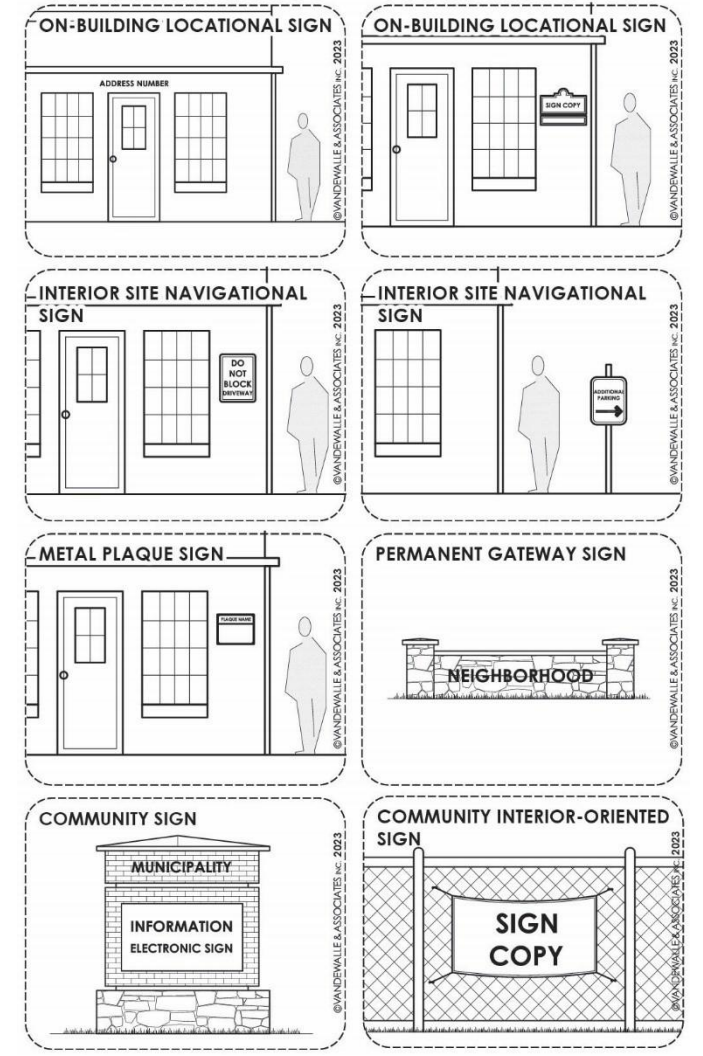
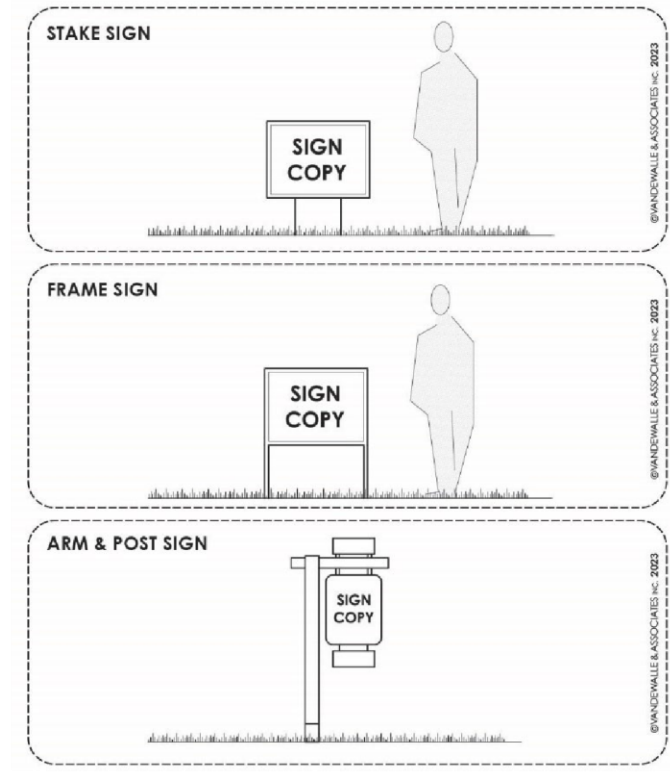


Figure 98-811(3.A.): Miscellaneous Sign Group							Sign Area & Height Maximums for Zoning Districts:			
							1 & 2 Family Residential CR-5ac, ER-1, SR-3, SR-4, TR-6	Multi-Family Residential MR-8	Non-Residential and Mixed-Use RH, PO, NB, PB, PBP, NO, GB, PI, and HI	Downtown CB
Sign Categories & Sign Types	Sign Permit Required (see Section 98-827)	Number of Signs Allowed	Sign Locations Allowed	Sign Face Materials Allowed	Sign Lighting Allowed	Sign Area Formula				
A. Yard Sign Category										
1. Stake Sign ^{1,2,4,5,7,8}	No. Sign Permit not required.	2 per lot.	Must be located on-site ³	Any material.	Ambient only.	None needed. Use max sign area limit. →	6 sf max area 4 ft max height			
2. Frame Sign ^{1,2,4,5,7,8}										
3. Arm & Post Sign ^{1,2,4,5,6,7,8}							10 sf max area ⁶ 6 ft max height			
Footnotes Containing Additional Development Requirements:										
1 Refer to Section 98-805 for definitions and rules for each Sign Category (lettered), and each Sign Type (numbered).										
2 Available to land uses identified in the City of Lake Geneva Zoning Code Chapter 98, Article 2										
3 Yard Signs must be located on-site and must not be located within any street right-of-way (which includes the entire public sidewalk and street terrace area) or vision triangle.										
4 Yard Signs may be displayed permanently, but typically are not.										
5 One additional Yard Sign or Arm & Post Sign per lot is permitted if the subject property is for lease, for rent, for sale, or hosting an open house. The additional sign(s) must be removed within 10 days after undergoing a rental or lease agreement, sale, or open house.										
6 The area maximum for Arm & Post signs includes the sign face, as well as any additional placards that are attached to the sign.										
7 Any number of Yard Signs is permitted within a period of 30 days prior to, and 10 days following, any local, state, or federal election, with a maximum area of 32 square feet per sign and maximum height of 6 feet per sign.										
8 No off-premises Yard Signs are permitted.										
Abbreviations: ft = feet max = maximum min = minimum sf = square feet C.U.P. = Conditional Use Permit P.C. = Plan Commission										

Example Sign Diagrams:



Sections 98-812 to 98-814: Reserved Section 98-815: Sign Setback, Height, Measurement, and Flexibility

- (1) **Sign Setbacks.** Signs must be located on-site, outside of the vision triangle, and must not be located within any street right-of-way. Each sign type must be set back in a location consistent with Figure 98-811(1), Figure 98-811(2), Figure 98-811(3), and Figure 98-811(3.A.). Any sign to be placed within a public easement requires City approval.
- (2) **Sign Height.**
 - (a) The height of a freestanding sign shall be measured from the average ground level adjacent to and at the base of the sign to the top of the highest attached component of the sign, or from the centerline grade of the nearest adjacent public road, if such information is supplied with the permit application and confirmed by the Zoning Administrator, whichever is higher.
 - (b) The average ground level is defined as the average elevation of the ground upon which the sign supports are placed, except when the sign supports rest upon a berm or other area elevated above the surrounding ground. In such cases, the average elevation of the base of such berm or other area shall be considered as the ground level.
- (3) **Minimum Ground Clearance.** All On-Building and Pedestrian Signs shall have a minimum clearance of 14 feet above a drive, alley, or street and a minimum of 8 feet above a sidewalk, path, trail, or other ground-level surface.
- (4) **Measurement of Sign Area:** The measurement of sign area is based on the arrangement of sign copy and sign background:
 - (a) In the case of a freestanding sign (including three-dimensional objects), sign area shall include the total sign area(s) that can be viewed from any single vantage point. i.e., for a typical freestanding sign that faces two directions, only the largest sign face visible from any single vantage point shall count toward the total permitted sign area. Sign area shall not include any elements of the sign structure designed solely for support of the sign structure and located below or to the side of the sign message. Examples of parts of a freestanding sign structure which are exempt from the sign area include the sign base and the supporting columns, posts, or poles.
 - (b) For signs comprised of individual letters and related copy which are attached to a background surface with one or more neutral surface colors, sign area shall be measured as the sum of the smallest rectangle enclosing each letter or related copy. See Example 1 in Figure 98-815(2).
 - (c) For signs comprised of individual letters and related copy surrounded by one or more sign background colors on individual panels, sign area shall be measured as the smallest single rectangle enclosing the entire sign message and any and all background color areas. See Example 2 in Figure 98-815(2).
 - (d) Groupings of related smaller signs may be counted as one sign. In such cases, sign area shall be measured as the smallest single rectangle enclosing the individual signs and any and all background color areas. See Example 3 in Figure 98-815(2).
 - (e) For signs comprised of one or more three-dimensional objects (i.e., balls, cubes, clusters of objects, sculpture or statue-like trademarks), the sign area shall be measured as its maximum projection upon a vertical plane. See Figure 98-815(1).

Figure 98-815(1): Measurement of a 3D Sign Area

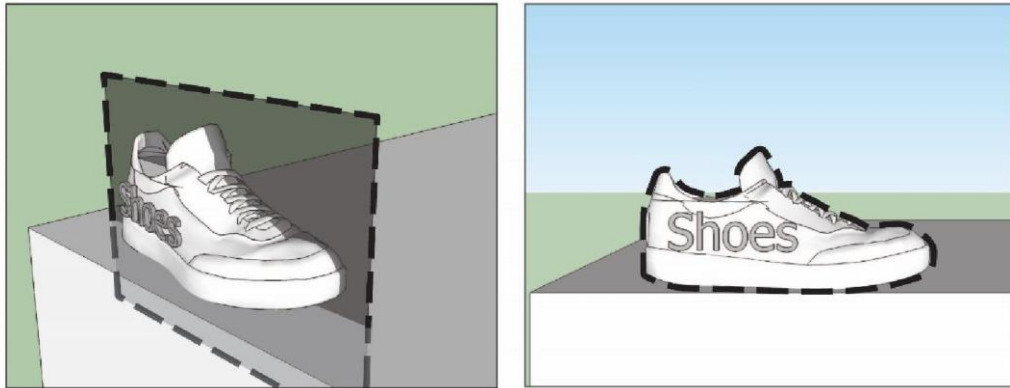


Figure 98-815(2): Measurement of Sign Area



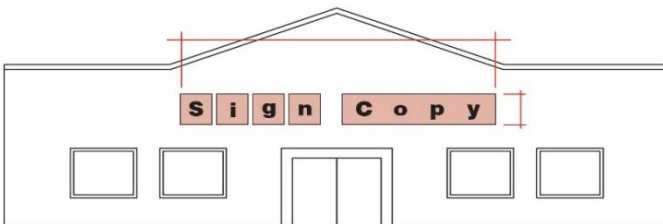
Example 1: Individual letters on a neutral surface

Sum of the smallest rectangles



Example 2: Individual letters or words grouped on one or more panels

Smallest single rectangle



Example 3: Individual letters on separate panels

Smallest single rectangle

Sections 98-816 to 98-826: Reserved Section 98-827: Sign Approvals and Permits – Application, Enforcement, and Revocation

- (1) Applicability.
 - (a) No Electronic Message Sign listed under Section 98-808(1), Permanent Gateway Sign under Section 98-805(3)(b)2., or Community Sign under Section 98-805(3)(b)3. shall be erected, installed, or constructed without approval from the City of Lake Geneva Plan Commission and the granting of a permit from the Zoning Administrator in accordance with the provisions of this Section.
 - (b) No On-Building Sign listed under Section 98-805(1)(b), Suspended Sign under Section 98-805(1)(c)1, Menu Board Sign, Sandwich Board Sign, Bulletin Board or Drive Thru Sign listed under Section 98-805(1)(d), or Interior Site Navigational Sign under Section 98-805(3)(a)2., shall be erected, installed, constructed, or maintained without the granting of a permit from the Zoning Administrator in accordance with the provisions of this Section.
 - (c) No Metal Plaque Sign under Section 98-805(3)(b)1. shall be erected, installed, constructed, or maintained without the granting of a permit from the Historic Preservation Commission in accordance with the provisions of this Section.
 - (d) For signs requiring a permit in Subsection (a), above, this Section shall apply and be construed to require a permit for a change of copy on any sign or for any conversions or changes in the sign structure.
 - (e) This Section shall not apply to repainting or re-facing with the same sign copy, cleaning, repair, or other normal maintenance of the sign or sign structure.
 - (f) No new permit is required for signs which are in place as of the effective date this Article, and such signs may remain as legal nonconforming signs if they do not comply with every provision of this Article. Any alteration or relocation of such signs shall conform to the requirements of this Article. Refer to Section 98-835 for rules pertaining to nonconforming signs.
 - (g) Any sign permit granted hereunder shall not be assigned or transferred to any other sign, including a modified sign face or modified sign structure.
 - (h) The owner or tenant may request the granting of one permit for all signs on a site that requires a sign permit.
- (2) Review Authority.
 - (a) The Plan Commission shall review all signs per Section 98-827(1), all signs accompanying changes in land use or a new land use which must receive approval of a zoning permit, and sites which will have more than one sign viewed together as part of a group of signs. This may be required with a zoning permit for change of land use or a sign permit.
- (3) Sign Permit Application. Each sign permit application shall include:
 - (a) The name, address, phone number, and email address of the applicant.
 - (b) The name of the business or land use the proposed sign will serve.
 - (c) The name, address, phone number, email address, and signature of the property owner.

- (d) The name, address, phone number, and email address of the sign contractor.
 - (e) The property's zoning designation.
 - (f) The property's current land use or uses for the entire subject property, including all indoor and outdoor areas.
 - (g) The approved site plan for the subject property (see Section 98-908). If a site plan was not previously required or approved, a site plan for the subject property with requirements as determined by the Zoning Administrator shall be provided. At a minimum, the site plan shall include the following:
 1. Location, type, height, width, and area of the proposed sign.
 2. Location, type, height, width, and area of all existing signs on the property and indication of whether existing sign(s) will remain or be removed/replaced.
 3. All property lines and buildings on the property and within 50 feet of the proposed sign.
 4. All parking areas, driveways, and public roads.
 5. Method of attachment, structural support, method of illumination, and sign materials.
 6. The total area of all signs on the subject property both before and after installation of the proposed sign.
 7. Approximate value of the sign to be installed, including cost of installation.
 - (h) Payment of the sign permit fee, as established in the City of Lake Geneva Fee Schedule.
 - (i) A written statement that all temporary signs will be removed per the time limits of this Article.
 - (j) Any other information that may reasonably be requested by the Zoning Administrator for the purpose of application evaluation.
 - (k) Any existing or proposed sign on property abutting a State Highway, United States Highway, or Interstate Highway may also require approval from the Wisconsin Department of Transportation or the Federal Highway Administration.
- (4) Granting and Issuance.
- (a) The Zoning Administrator shall review the application within 14 working days of submittal to ensure it is complete per the requirements of Subsection (3), above.
 - (b) In cases where no other review or approvals are required under this Article, the Zoning Administrator shall review said application for compliance with Subsection (5), below, and shall, in writing, either approve or deny said sign permit within 45 working days of the acceptance of the complete application and payment of the required fee. If the permit application is denied, the Zoning Administrator shall state the reasons for this. The failure of the Zoning Administrator to act within this time frame shall not constitute automatic approval of the sign permit.
 - (c) When a proposed sign is associated with any development that requires a Site Plan, a sign permit shall not be granted prior to the approval of a Site Plan. In such cases, the Zoning Administrator shall review said application for compliance with Subsection (5), below, and shall place the item on the appropriate meeting agenda(s) within 30 working days of the acceptance of the complete application and payment of the required fee. Within 30 working days of recommendation or action by the body with recommending or approval authority, the Zoning Administrator shall approve or deny said sign permit based on such recommendation or action.
 - (d) Sign permit fees are nonrefundable unless applications are withdrawn prior to the commencement of Zoning Administrator review.
 - (e) A granted sign permit shall expire, and shall be null and void, if the sign is not attached or erected within 180 days after the issuance of the sign permit.

- (5) Basis for Granting a Sign Permit. In deciding whether or not to grant a sign permit, the Zoning Administrator shall determine whether the proposed sign is in compliance with the provisions of this Article. In such review, the Zoning Administrator may also consider the following factors:
 - (a) Any signage affixed to a building shall be dimensioned and located in such a manner that it fits the building's architectural features and proportions.
 - (b) All signs shall be designed to fit the zoning and character of the surrounding area including compatibility with the building characteristics, adjacent uses, and adjacent signs. Special consideration should be made where proposed signage is located on or adjacent to locally identified historic structures or publicly owned recreation and conservancy areas. Signage in the Planned Unit Development zoning district shall conform to the planned or existing dominant architectural theme of the area. Signage in or abutting residential properties should be designed and located so as not to create a nuisance.
 - (c) Signs illuminated by floodlights or spotlights shall be positioned in such a manner that none of the light spills over onto an adjoining property or glares or shines into the eyes of motorists or pedestrians. Light levels must conform to zoning requirements. All signs must conform to the Sign Illumination standards in Section 98-707.
 - (d) The number of colors and materials of the sign should be kept to a minimum.
 - (e) Landscape features shall be incorporated around the base of all permanent freestanding signs. Landscape plantings or other landscape materials shall not be considered as part of the allowable signage.
 - (f) Whether the sign is designed, constructed, installed, or maintained in such a manner that it does not endanger public safety or traffic safety and minimizes conflict with vehicular or pedestrian circulation.
 - (g) Whether the sign complies with all provisions of the City of Lake Geneva Municipal Code and Building Code, including those related to traffic safety, traffic visibility, sign setbacks, and structural integrity.
- (6) Enforcement and Revocation of Sign Permit.
 - (a) A sign permit may be revoked if the applicant has failed to comply with the provisions of this Article or any conditions that may have accompanied the permit at the time of issuance. Revocation requires written notice by either the Zoning Administrator for Article 17 violations or the Building Inspector for Building Code or other construction code violations.
 - (b) If construction, installation, or manufacture of a sign for which a permit has been issued has not commenced within 180 days from the date of the issuance of such permit, said permit shall be null and void and automatically revoked. If work authorized by such permit is suspended or abandoned for a period of 90 days any time after the work is commenced, the original permit shall become null and void. In such cases, a new permit shall be obtained to complete the work and a new permit fee shall be required.
 - (c) Any sign subject to a revoked permit shall be removed by the licensee, sign owner, or property owner within 45 days of such revocation.
- (7) Variances. Any sought by a property owner or applicant shall follow the process set forth in Section 98-910.
- (8) Appeals. Any applicant or sign permit holder affected by a decision of the Zoning Administrator may petition for a hearing before the Board of Zoning Appeals in the same manner and subject to the same procedures as other appeals of decisions of administrative officers. The filing of such petition automatically stays removal of any sign involved and already legally erected until the Board of Zoning Appeals decides whether to sustain, modify, or withdraw the notice.
- (9) Removal of Signs in Violation of this Article.

- (a) If the Zoning Administrator determines that any sign exists in violation of this Article, the Zoning Administrator shall notify the sign permit holder or the owner of the property on which the sign is located. Said notification shall indicate that such violation shall be corrected within 60 days of receipt of said notice on penalty of automatic revocation of any sign permit, and that removal of the sign by the City may occur at the expense of the owner of the property.
 - (b) If notification is sent and the violation is not corrected within 60 days, the Zoning Administrator shall revoke the permit for any sign which is in violation of this Article. It shall be the duty of the Zoning Administrator to cause removal of such sign.
 - (c) The expense of removing such sign shall be charged to the owner of the property on which the sign is located. If the owner fails to pay such expense within one month of being billed therefore, or has not made arrangement for payment satisfactory to the City Attorney, then such expense shall become a lien on the property and shall be placed upon the tax roll in accordance with Wis. Stats. §66.0627.
 - (d) Any sign illegally placed in a public right-of-way shall be subject to immediate removal and confiscation without notice by the Zoning Administrator.
- (10) Adjustments to Approved Signs. The following adjustments may be approved administratively by City staff and no additional process is necessary.
- (a) A proposed adjustment that does not alter the size, location, or placement of the approved sign.
 - (b) A proposed adjustment that would remove a sign component which is not required under the Article.

Section 98-828: Downtown Design Overlay Sign Requirements

- (1) Exterior signage. All signage which is visible from any point outside of the building or structure shall be compatible and harmonious with the general design theme noted in Sections 98-9-913(9)(a)1a, 98-913(9)(a)1b, and 98-9-913(9)(a)2. All signs located in the Downtown Design Overlay District shall meet the signage requirements of the underlying zoning district, as well as the additional restrictions set forth in this section. In addition:
- (a) Number of signs. No more than three exterior signs for the same business shall be visible from any single vantage point on or off the subject property.
 - (b) Area of signage. Signage area shall comply with the requirements for the Commercial Business (CB) District in Section 98-806(6).
 - (c) Types of signage. All signs found in Figures 98-811(1) through 98-811(3a) may be used for individual businesses. Roof signs, mobile signs and portable signs are not permitted in any instance. Special event signs shall be regulated per Section 98-805(2) of this chapter.
 - (d) Group development signs. Group development signs may be wall, projecting, awning or freestanding signs. Such freestanding signs shall be limited to one per lot, shall not exceed the height of the principle building on the subject property, shall be limited in area to a maximum of one square foot of sign area for every two feet of frontage along the public street located closest to the freestanding sign, and shall in no instance exceed the area allocated in Figures 98-811(1) through 98-811(3a). The base of freestanding signs shall be fully concealed by plants to a minimum height of 24 inches. The supports of freestanding signs shall be constructed of materials and in a style which is consistent with the materials and style of the principal structure on the site, and with the design guidelines as determined by the Design Review Commission.
 - (e) Sign colors:
 1. Bold colors, bright colors and fluorescent, "day glow," and/or "neon" colors shall not be permitted. The Zoning Administrator shall determine whether a proposed color is bold, bright, fluorescent, "day glow," or "neon" using the process outlined in Appendix B, Where such colors constitute a component of a standardized corporate theme or identity, muted versions of such corporate colors shall be used.

2. High gloss paints, enamels, lacquers, varnishes or other shiny non-glazing surfaces shall not be used, except as provided for under Subsection 98-828(1)(e)(3) below. Flat paint or satin finishes are encouraged.
3. Color combination schemes shall be limited to no more than three different colors for all signs on a property. Varying shades, tints or intensities of a color shall count as a different color for this purpose. Natural exterior materials, such as stone, brick, wood and glass

having a fine-grained assortment of colors may be considered as one color. Additional colors including bold colors, enamels, and high gloss coatings may be permitted, but are limited to appurtenances and small architectural elements not to exceed 5% of the sign area.

Appurtenances and small architectural elements include but are not limited to moldings, frames, and brackets.

4. Color schemes and lettering styles shall be used consistently on all signage used throughout the property.
- (f) Sign materials. Permitted sign materials include glass, plastic, wood, brass, metal leaf, metal plates, canvass or related fabric, or etched glass, stone or concrete.
- (g) Sign illumination. Illumination of exterior signage shall be limited to shielded spotlight. The lighting element of such fixtures shall not be visible from public rights-of-way or adjoining properties. Flashing signs (including illuminated awnings with or without messages) are not permitted, including neon and related illumination systems.
- (h) Sign location. Wall signs, canopy signs and projecting signs shall not be located on any portion of upper stories. The location of signs shall fit the building. (See Figure 98-828(1), below.) **Figure 98-828(1): Sign Location**



- (i) Removal of signs. Illegal nonconforming signs, poorly maintained signs, and obsolete signs pertaining to a closed business, shall be removed. The property owner shall be responsible for the removal of such signs.

Section 98-829: Reserved

Section 98-830: Sign Prohibitions and Limitations

The regulations contained in this Subsection apply to signs in all zoning districts.

- (1) **Prohibited Signs.**
 - (a) **Abandoned Sign.** Any sign remaining in place on a site or a portion of a site (such as a single tenant in a multitenant building) that has been vacant, closed, or otherwise unoccupied for a period of 90 days.
 - (b) **Animated Sign.** A sign having lights or illumination which flashes, scrolls, moves, rotates, twinkles, blinks, flickers, varies in intensity of color, or uses intermittent electrical pulsations.

Electronic Message Signs meeting the definition and requirements of Section 98-808 of this Article shall not be considered an animated sign.

- (c) **Billboard Sign.** An Off-Premises Advertising Sign which is freestanding, constructed of durable materials, and permanently affixed to a structure used to display advertisements and other messages to vehicle travelers for a fee paid to the owner of the structure.
 - (d) **Beacon Sign.** Any light with one or more beams directed into the atmosphere or directed at one or more points not on the same site as the light source; also, any light with one or more beams that rotate or move.
 - (e) **Inflatable Sign.** A sign capable of being filled with and expanded by air or other gas, including “dancing” inflatable signs where air moves through the sign causing it to move.
 - (f) **Off-Premises Advertising Sign.** A sign which directs attention to a business, commodity, service, or entertainment that is conducted, sold, or offered elsewhere than upon the site where the sign is displayed. Off-Premises Advertising Signs include billboards.
 - 1. Existing legal Off-Premises Advertising Signs made nonconforming by this Section shall be permitted to continue as legal, nonconforming signs, subject to the requirements of Section 98-835.
 - 2. Any advertising sign not considered an Off-Premises Advertising Sign is considered to be an On-Premises Advertising Sign.
 - (g) **Portable Sign.** A sign not permanently attached to the ground, that is designed to be moved from one location to another. Also, a sign mounted on a frame or chassis designed to be easily relocated, including unlicensed or inoperable vehicles or trailers whose principal commercial use is for signage. Licensed and operable business vehicles, trailers, or other pieces of equipment shall not be considered mobile or portable signs. Sandwich Board Signs meeting the definition and requirements of Section 98-805(1)(d)2. of this Article shall not be considered mobile or portable signs.
 - (h) **Roof Sign.** A sign displayed above the eaves or cornice of a building.
 - (i) **Vehicle Sign.** A vehicle, trailer, or other piece of equipment which contains any sign or advertising device, which is unlicensed or inoperable, or which is parked on a public right-of-way or in a location that is not an active worksite so as to be seen from a public right-of-way.
 - 1. Business vehicles legally parked in any of the locations described below shall not be considered Vehicle Signs.
 - a. A business vehicle parked on-site at the place of business in a parking space designated for company vehicle parking or storage on a site plan approved by the City; or
 - b. A business vehicle legally parked on-site at the residence of an employee (including driveways and legal off-street parking spaces)
- (2) **Sign Prohibitions.**
- (a) No sign shall be erected at any location where it may, by reason of its position, shape, color or design, interfere with, obstruct the view of, or be confused with any authorized traffic sign, signal or device, nor shall such sign make use of words such as “stop,” “look,” “danger,” or any other word, phrase, symbol, or character in such a manner as to interfere with, mislead, or confuse users of streets or highways.
 - (b) No fluttering, undulating, swinging, rotating, or otherwise moving signs such as windsocks, motorized signs, pennants, and streamers shall be permitted. This shall not apply to Banners Signs, Flag Signs, or Feather Signs as defined in Section 98-811(2) or Community Interior Oriented Signs as defined in Section 98-811(3)(b).
 - (c) No signs shall project above the building parapet or eave, or be mounted on or extend above the roof, if attached to the building.

- (d) No flashing, scrolling, or animated signs shall be permitted. Flashing is defined as changing more than once within a 10-second time interval.
 - (e) No signs shall be mounted to an unlicensed trailer or other unlicensed vehicle.
 - (f) No beacon signs shall be permitted.
 - (g) No off-premises advertising signs shall be permitted.
 - (h) No abandoned signs shall be permitted. See Section 98-830 (1)(a).
 - (i) No sign shall be located within a required buffer yard or within a permanently protected green space area.
 - (j) No illuminated sign shall be permitted unless the illumination of the sign is so designed that the lighting element is not visible from any property within a residential zoning district.
- (3) **Sign Limitations.**
- (a) No sign shall be erected, relocated, or maintained so as to prevent free ingress to or egress from any door, window, or fire escape, and no sign shall be attached to a standpipe or fire escape.
 - (b) No sign shall be placed in a manner that would impede vehicular or pedestrian safety or impede access or visibility. Signs shall meet the visibility requirements of Section 98-703.
 - (c) No private sign shall be attached to or painted on any natural feature (e.g. tree or rock), fence, fire hydrant, public utility pole, public light pole, or traffic regulatory structure, unless otherwise authorized by the City Engineer.
 - (d) Unless otherwise allowed by this Article, no sign shall be permitted within or extend into a public right-of-way.

Sections 98-831 to 98-832: Reserved

Section 98-833: Appearance, Construction, and Maintenance of Signage

- (1) All signs shall be constructed, mounted, and maintained so as to comply with the appropriate detailed provisions of the Building Code as adopted by the City relating to the design, structural members and connections. Signs shall also comply with the applicable provisions of the Electrical Code as adopted by the City.
- (2) The base or support(s) of all ground-mounted signs shall be securely anchored to a concrete base or footing and shall meet minimum wind load capabilities of 30 pounds per square foot.
- (3) Freestanding Signs, Permanent Gateway Signs, and Community Signs shall:
 - (a) Conceal the footings and related supporting structure, including bolts, flanges, and brackets with landscaping using the formula of two landscaping points for every foot of sign's width as measured on the sign face or sign base – whichever is greater.
 - (b) Construct the base of the sign from masonry or aluminum products. The tone and texture of the base shall reflect the principal building construction as close as possible. The base of the sign must be equal or larger in width to the face of the sign.
 - (c) Follow the color scheme of the principal building and incorporate architectural features (such as sills, piers, reveals, capstones, medallions, etc.) which are part of the architectural makeup of the building shall be incorporated into the sign.
- (4) Signs shall be mounted so that the method of installation is concealed. Signs applied to masonry surfaces shall be mechanically fastened to mortar joints only and not directly into brick or stone. Drilling to provide electrical service shall follow the same rule.

- (5) No sign shall be suspended in a way that will allow the sign to swing due to wind action. Signs shall be anchored to minimize any lateral movement that would cause wear on the sign face or supporting members or connections.
- (6) All permanent signs and their supporting members shall be constructed of standardized, durable, allweather sign materials.
- (7) Sign materials in the Business Sign—Permanent Group (Figure 98-811(1)) shall be compatible with the design of the face of the façade where they are placed and shall contribute to the legibility of the sign.
- (8) No combustible materials other than approved plastics shall be used in the construction of electric signs.
- (9) All signage within the jurisdiction of this Article shall remain in a state of proper maintenance. Proper maintenance shall be the absence of loose materials (including peeling paint, paper or other material), the lack of excessive rust, the lack of excessive vibration or shaking, and the presence of the original structural integrity of the sign, its frame and other supports, its mounting, and all components thereof.
- (10) Every sign requiring either Plan Commission or Zoning Administrator approval hereafter erected shall have marked in a conspicuous place thereon the date of erection, the manufacturer's name, the permit number, and the voltage of any electrical apparatus used in connection therewith.
- (11) The repainting, changing of parts, and preventive maintenance of signs which completely conform to the requirements of this Article, and result in absolutely no change in the appearance of the sign from that originally approved, shall not be deemed alterations requiring a sign permit.
- (12) Any signs which may be, or may hereafter become rotted, unsafe, or in a state which is not properly maintained shall be subject to the provisions of Section 98-936.
- (13) If any sign is suspended or projects above a public right-of-way, the issuance and continuation of a sign permit shall be conditioned on the sign owner agreeing to hold the City harmless, and obtaining and maintaining in force liability insurance for such a sign in such form and such amount as the City may reasonably from time to time determine, provided that the amount of such liability insurance shall be at least \$1,000,000.00 per occurrence per sign.

Section 98-834: Reserved

Section 98-835: Nonconforming Signs

- (1) Nonconforming Signs. Permanent signs existing as of the effective date of this Article, which do not conform to the provisions of this Article but that conformed and met all applicable regulations of the ordinance on the effective date of this Article, shall be legal nonconforming signs.
- (2) Continuation of a Legal Nonconforming Sign.
 - (a) Legal nonconforming signs may be maintained.
 - (b) Legal nonconforming signs shall not be altered or moved to a new location without being brought into compliance with the requirements of this Article. See Subsection (3)(a), below, for what would constitute an alteration of a sign.
 - (c) When the principal structure located on the site undergoes a change of land use per the lettered land use categories described in Article III of the Zoning Ordinance, all legal nonconforming signs shall be brought into conformance with the provisions of this Article or shall be removed.
 - (d) Whenever there is a change in the sign user (excluding off-premises signs), sign owner, or owner of the property on which the sign is located, the new sign user, sign owner, or new property owner shall forthwith notify the Zoning Administrator of the change. No new sign permit is required unless there is modification of the sign face or sign structure. The sign will continue to be considered legal nonconforming.
- (3) Alteration of Legal Nonconforming Signs.

- (a) For the purpose of this Section, alteration of a sign is considered to be any change to the sign's frame, supporting structure, lighting, material, height, location, or any other alterations as determined by the Zoning Administrator.
- (b) Altering a sign does not include maintaining the existing appearance of the sign; changing the appearance of the sign face; replacing the sign face or the supporting structure with identical materials, colors, and messages; changing the message of a Changeable Copy Sign; or changing the face of an Off-Premises Advertising Sign (as defined in Section 98-830(1)(h)).
- (c) A tenant sign may be replaced to accommodate a new tenant sign without triggering the need to bring the entire project identification sign, or any of its parts, into compliance with the provisions of this Article.

Section 98-836: Reserved Section 98-837: Removal of Sign and Sign Structures where Business is no Longer in Operation

- (1) A building, portion of a building, or site shall be determined to be vacated based on the following criteria: vacancy, cessation of some or all utilities, or lapse or termination of occupational license. Vacation of a building, structure or site shall have the following effect:
 - (a) Within 90 days, the owner of the property shall take action regarding any sign and sign structures associated with the vacant building, portion of a building, or site located on the property. At the property owner's option, the property owner shall do one of the following: remove all such signs and structures, or replace the face of such signs with a blank sign face. If the property owner is granted an extension under Subsection (b) below, the requirement shall not apply during the extension period.
 - (b) An extension allowing signs or sign structures associated with vacant buildings, portions of buildings, or sites to remain on the property for an additional six-month period after the original 90 days have lapsed may be granted under the following conditions:
 - 1. The property owner shall submit an application with the appropriate fee and allow staff to inspect the signs and sign structures on the vacated building, portion of a building, or site.
 - 2. Staff shall review the application and sign to determine that the sign will not be a hazard, safety concern, or blight for the duration of the extended period.
 - 3. Signs shall be properly blanked out and contain no commercial message.
 - 4. If the sign has been damaged during the vacated period to the point it becomes a safety hazard or blight on the property, staff may have the structure removed.
 - 5. After the original six-month extension, one additional six-month extension may be approved by staff for up to one year upon submittal of a new application and fee. Any additional applications for an extension, beyond the first year, shall be approved by the Plan Commission.
 - 6. Owners of nonconforming signs may also apply for an extension; however, the nonconforming sign must be brought into compliance with this Article if any business is reestablished on the subject property.
- (2) Sign structures that have been left without a sign face, or where the permit holder no longer has any interest in the site as owner or tenant, any of which for a continuous period of 90 days, shall be deemed abandoned and shall be removed by the owner of the sign structure or the City shall proceed to remove such sign structure pursuant to the terms of this Article if the owner has not been granted an extension.
- (3) If the sign or sign structure(s) have not been removed, the City shall send written notification to the property owner of record or last known occupant, via certified mail, return receipt requested, indicating that said property owner or occupant remove the sign or sign structure or apply for and be granted an

extension. If the sign or sign structure have not been removed within 90 days after the City sends notice, and an extension has not been granted, the City may have the sign or sign structure removed.

- (4) Any and all costs incurred by the City in the removal of a sign or sign structure pursuant to the provisions of this Section, which authorized assessment of the cost, shall constitute a lien against the property upon which the sign or sign structure existed and shall be collected as a special charge under Wis. Stats. §66.0627.

Sections 98-838 to 98-839: Reserved

Section 98-840: Violations, Penalties, and Fees

- (1) It shall be a violation of this ordinance for any person to maintain any prohibited sign, to perform or order the performance of any act prohibited by this ordinance, or to fail to perform any act which is required by the provisions of this Article. In the case of any such violation, each day in which such violation exists shall constitute a separate violation.
- (2) Any and all signs, erected, altered, or maintained in violation of this section, or in violation of any of the laws or ordinances of the City or the State of Wisconsin, are declared to be a public nuisance and subject to enforcement. Any such signs so erected, altered or maintained contrary to law shall be abated as a common nuisance by the Zoning Administrator.
- (3) Any person who fails to comply with any of the provisions of this Article shall be subject to a penalty as prescribed by Section 98-936.
- (4) Fees related to signage shall be subject to those prescribed by Section 98-935.

Sections 98-841 to 98-899: Reserved



Agenda Item Memo

City of Lake Geneva

Committee: FLR

Meeting Date: February 17, 2026

Subject / Title: Communications consultant for HWY 50

Submitted By: David De Angelis

Background / Request

Over the past several months we have been working on putting together a plan for mitigating the impacts of the HWY 50 construction project on residents and businesses. As part of that discussion the need for proper communication and assistance regarding communications was discussed. The end result of the discussion was my recommendation to hire a consultant specifically for this task to work with all of the stakeholders to ensure consistent messaging from a single source. I requested proposals for this task from 3 vendors and received two proposals. One from Kane Communications Group and one from G.Moxie. The two firms received the same instructions for proposal and had extensive conversations with me regarding expectations. I have attached both proposals for you review.

Fiscal Impact / Budget

- **Estimated Cost:** \$59,750 for 2026, \$16,520 for both 2027 and 2028
- **Funding Source:** [Click or tap here to enter text.](#) (e.g., General Fund, TID, Water Utility, Grants)
- **Budget Status:** Within Budget _____ Over Budget _____
 - Budget Comments: The existing budgeted numbers for HWY 50 are reflective of our estimated costs for the design portion of the project and were not specific as to use for communications. This would be the appropriate line item for this use as it is specific for the Hwy 50 project and if additional funds are needed in the future there would need to be a budget adjustment. [Click or tap here to enter text.](#)
- **GL Number:** 43-32-10-1720

(If applicable, note grant awards, cost-sharing, or capital plan references.)

Ordinance/Policy Implications/Changes:

None

Recommendation:

I am recommending the hiring of G.Moxie for the communications consultant based on their proposal, understanding of our needs and cost.

Possible motion: Move to recommend to the Common Council to hire G.Moxie to provide communication services to for the duration of HWY 50 project.

Implementation/Next Steps

Name of Committee	Date of Meeting	Original Agenda Item #	Outcome
FLR	2-17-26		
Common Council	2-3-26		

Attachments (list any and all attachments that go with this item and memo)

G.Moxie Proposal
Kane Communications Proposal

Reviewed by	Date:	Comments

DECEMBER 2025

WIS 50 Public Engagement Proposal

g. Moxie



Presented To
City of Lake Geneva



Presented by
g. moxie



OUR TEAM

g. moxie appreciates the opportunity to provide a proposal for public outreach and stakeholder engagement services regarding the WIS 50 (Main Street) project. g. moxie has a proven track record of developing and executing outreach programs for all types of public and municipal improvement projects.



Laura Goranson
President

With over 40 years of experience, Laura has worked to develop and implement outreach tools and strategies to ensure that all stakeholders, residents, and visitors have accurate and timely information on how to navigate during construction as well as mitigate impacts to their residents and businesses. Laura's capacity to build trust and rapport across stakeholder groups is a critical component to the success of all the projects she is involved in.

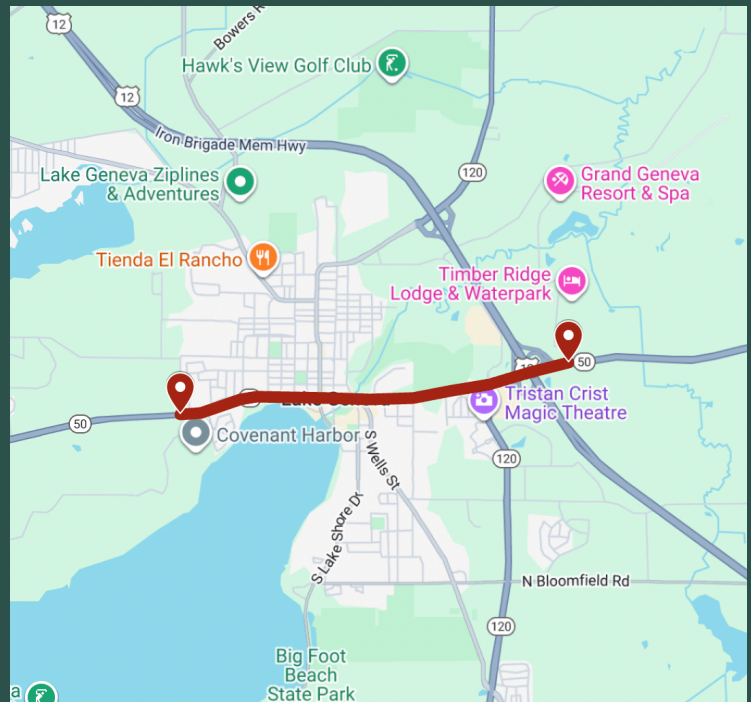


Heather Weber
Vice President

Heather brings over 20 years of experience in marketing, branding, communications, and stakeholder outreach. As a key member of the g.moxie team, she's known for her clear, effective communication and ability to translate complex project information into concise messaging for diverse audiences. Her position on the Elm Grove Business Association Board provides valuable insight into the needs of local downtown business districts.

PROJECT ELEMENTS

- IMPACT ASSESSMENT AND CONSTRUCTION PLAN REVIEW
- COORDINATE WITH CITY, BID, TOURISM AND BUSINESSES
- DEVELOP COMMUNICATIONS PLAN AND COLLATERAL
- ASSIST IN PLAN IMPLEMENTATION
- PROVIDE SUPPORT DURING CONSTRUCTION



Public Outreach & Stakeholder Engagement Proposal


WIS 50 (Main Street) Project

1. Introduction

g. moxie proposes to provide comprehensive public outreach and stakeholder engagement services for the WIS 50 (Main Street) construction project in Lake Geneva. Our team specializes in helping communities navigate construction impacts by combining early impact assessment, practical access solutions, and clear, visitor-focused communications.

Our approach goes beyond notification. We work proactively with project partners and local stakeholders to maintain business visibility, customer access, and community vitality throughout construction. We believe strongly that with the knowledge in hand of how to navigate construction projects, people feel empowered and more at ease about visiting areas.

2. Project Understanding



WIS 50 (Main Street) is a critical commercial and cultural corridor. Construction will create temporary challenges related to access, parking, circulation, and special events. If not addressed proactively, these disruptions can negatively affect businesses, residents, and visitors.

g. moxie understands the importance of identifying impacts early, coordinating closely with stakeholders, and delivering clear, actionable messaging that reinforces the corridor as open, accessible, and welcoming throughout all phases of construction.

3. Scope of Services

Task 1: Construction Impact Assessment

Review construction plans, phasing schedules, and timelines to identify anticipated impacts, including:

- Business and customer access
- Pedestrian and vehicular circulation
- Parking availability and changes
- Wayfinding challenges
- Impacts to tourism, seasonal activity, and special events

Deliverables:

- Construction Impact Summary Memo
- Phase-by-phase impact matrix identifying risks and mitigation opportunities

Task 2: Access Solutions & Mitigation Strategies


In coordination with City staff, BID representatives, Visit Bureau, and business owners, g. moxie will develop practical, phase-specific access solutions, including:

- Temporary access routes and detour strategies
- Pedestrian and vehicular wayfinding recommendations
- Strategies to maintain business visibility during construction
- Coordination considerations for events and peak visitor periods
 - Vibe and trolley usage

Deliverables:

- Access & Mitigation Strategy Plan

Task 3: Communications Plan & Outreach Materials



Based on identified impacts and access solutions, g. moxie will develop a comprehensive single voice communication plan focused on visitors, businesses, and residents. The plan will emphasize clarity, consistency, and “Open for Business” messaging.

Materials may include:

- Construction-phase messaging framework
- Business and visitor access guides
- Maps and wayfinding graphics
- Digital and print-ready outreach materials
- Messaging templates for partners and businesses
- Media Messaging and suggestions for “earned media” opportunities and paid media placement

Deliverables:

- Construction Communications Plan
- Toolbox of outreach materials (maps, guides, templates, graphics) for use in social media

Task 4: Stakeholder Coordination / Plan Implementation

g. moxie will serve as the City's central coordination resource to support clear, consistent communication among project partners and stakeholders. Services may include:

- Training and Implementation of Singular Message
- Regular coordination meetings or check-ins
- Stakeholder briefings on upcoming construction phases

Deliverables:

- Meeting agendas and summaries with action items

Task 5: Ongoing Construction Support

Throughout construction, g. moxie will provide ongoing support to ensure communications remain accurate and responsive as conditions change. This includes:


- Timely updates aligned with construction phasing
- Adjustments to messaging and materials as needed
- Acting as a liaison between stakeholders and the project team
- Proactive problem-solving for emerging access challenges

Deliverables:

- Updated communications and materials, as needed
- Ongoing advisory support throughout construction

4. Project Timeline

- PHASE 1: IMPACT ASSESSMENT JAN/EARLY-FEB 2026
- PHASE 2: ACCESS SOLUTIONS & COORDINATION FEB 2026
- PHASE 3: COMMUNICATIONS PLAN & MATERIALS MAR-MAY 2026
- PHASE 4: IMPLEMENTATION AND ONGOING CONSTRUCTION SUPPORT TBD



Timeline to be refined in coordination with the City based on construction Phasing and project needs



PROPOSED BUDGET ESTIMATE

(ROUGH FEE ESTIMATE TO BE REFINED UPON SCOPE CONFIRMATION)

- PHASE 1: IMPACT ASSESSMENT – \$8,750
- PHASE 2: ACCESS SOLUTIONS & COORDINATION – \$15,000
- PHASE 3: COMMUNICATIONS PLAN & MATERIALS – \$36,000
- PHASE 4: ONGOING CONSTRUCTION SUPPORT –\$33,040
 - \$16520 PER CONSTRUCTION SEASON FOR 2027 AND 2028
 - (ASSUMES 28 WEEKS PER SEASON, 8 HOURS PER WEEK)

TOTAL FEE FOR ALL SERVICES \$92,790

Fees include professional services, coordination, and material development.
 Printing, paid media, or specialized production costs (if required) are not included

Conclusion

g. moxie is passionate about developing collaborative public outreach that helps communities remain accessible and vibrant during construction projects and the disruption that can bring. Through early impact assessment, practical access strategies, and clear communications, we support businesses, visitors, and residents.

It would be our pleasure to partner with the City of Lake Geneva to ensure that businesses and events continue to thrive throughout the reconstruction of WIS 50 (Main Street) project.




Relevant Experience Examples

Public Outreach during Construction Business, Resident, and Event Support

- Zoo Interchange - Milwaukee County, WI
- East - West Bus Rapid Transit through Wauwatosa and Milwaukee
- WIS20/83 Waterford Reconstruction
- I-94 North/South Reconstruction - Included all major intersecting roadways with major commercial districts, events, and attractions such as WIS 50.
- Mitchell International Airport Social Media and Media Relations
- Milwaukee County Transit Public Outreach and Social Media
- Glenview Avenue and Bluemound Road, Wauwatosa /Milwaukee
- Milwaukee Streetcar Construction
- Greenfield Avenue, West Allis - Between WIS 100 and US41
- Watertown Plank Road, Wauwatosa - Running through the Milwaukee County Regional Medical Complex
- 27th Street South, Milwaukee, from Oklahoma Avenue to Ryan Road
- Mitchell Interchange, Milwaukee - Numerous business and residential districts, Mitchell International Airport, and major events
- Hoan Bridge Reconstruction
- US 18 Bluemound Road, Brookfield and Wauwatosa
- US-12 Wisconsin Dells
- Marquette Interchange, Milwaukee - Included numerous downtown commercial and residential districts as well as many large events and attractions.

“We have been very pleased with the strategic work done by g.moxie in helping us communicate project details to our fans. With as many as three million visitors coming to Miller Park each season, it’s critical that we aggressively message any impact that there may be on transit to and from Miller Park. g.moxie has taken a lead role in planning and executing these strategies, which has helped minimize the impact on our fans as they travel to and from Miller Park.”

Jason Hartlund
Vice President, Brewers Enterprises & Event Services



**“Maximize your game time.
Minimize your lane time.”**

Repaving of I-94 East/West will involve lane closures EB and WB in Waukesha County and WB in Milwaukee County from early March to late June 2011. To get to and from Miller Park more easily consider the following travel tips.

Getting to Miller Park:

- From the East and Northeast:
I-43 South to McKinley Ave., east to 6th St., south on 6th St. to Canal St., west on Canal St. to Miller Park.
- From the West and Northwest:
HWY 45 South to I-94 East to Miller Park or HWY 41 South to Miller Park.
- From the Southeast:
I-43/94 North to 6th St., north to Canal St., west on Canal St. to Miller Park.

Getting home:

- To the East and Northeast:
Miller Park Way north to I-94 East.
- To the West and Northwest:
HWY 41 North to North Ave., Capitol Dr. or HWY 45, or use Bluemound Rd. or National Ave. west.
- To the Southeast:
Canal St. east to 6th St., south on 6th St. to I-43/94 South.

www.repave94.org • 262.548.8721



Wisconsin State Fair Attendance remained solid during Zoo Interchange Construction. Wisconsin State Fair won a National Fairs award for the outreach strategies and collateral G.Moixe created that helped ensure fairgoers knew the best routes to the Fair!.



WISCONSIN DELLS PARKWAY NEWSLETTER

Fall 2012

US 12 Corridor Study - Project Overview

The Wisconsin Department of Transportation (WisDOT) is studying US 12 (Wisconsin Dells Parkway), from WIS 23 (Munroe Avenue) to WIS 13 (Broadway Street). This 2.7 mile corridor runs parallel to I-90/94.



The city of Wisconsin Dells and the village of Lake Delton are popular family destinations not only for their numerous theme parks and attractions, but also for the geological beauty that exists in and around the area. The tourist environment results in a high volume of traffic as well as significant pedestrian and bicycle activity along the corridor.

The study began in Fall 2011 and will continue through 2012. The study will evaluate various alternatives to address existing concerns and reconstruct the roadway in a manner that meets the needs of its users and remains an asset to this unique vacation destination. WisDOT will involve residents, businesses, and other stakeholders throughout the study process.



Milwaukee World Festival is encouraging festivalgoers to plan ahead for their trip to the grounds + has developed a number of tips to ensure a smooth route.

SUMMERFEST 2024 GET AROUND GUIDE

KNOW BEFORE YOU GO...BEST ROUTES TO THE FEST

June 20 - 22 • June 27 - 29 • July 4 - 6

TRANSPORTATION OPTIONS

MCTS

1 Freeway Flyers
Three shuttles will run approximately every half hour from the I-94 COLLEGE AVENUE, I-43 BROWN STREET, or PALES CORNERS PARK & RIDE LOT and other convenient, non-stop, direct routes to the festival grounds entrance located from outside the NFL Gate. Boarding fees \$10 for ages 19+, \$5 for Reduced Fare riders.

2 BRT CONNECT
The CONNECT BRT LINE will be \$3.00 to riders throughout the entirety of the festival. Catch a ride every 10-15 minutes along the route in the route which originates at Waterfront Park Park & Ride CONNECT kiosk off of the waterfront, just blocks from the North Gate.

3 Local Routes
ROUTES 18 and ROUTE 19 are within walking distance of the Fest. 90 Minute Fare \$10 for ages 19+, \$5 for Reduced Fare riders.

4 The Hop
The Hop streetcar provides an easy, fun, and FREE option for traveling from numerous downtown destinations. Ride the Hop to the Eastland platform located a short walk from the north gate. For Back Row, Seaside, + East Tree locations, visit thehop.com.

5 Rideshare
To help festivalgoers easily meet their drivers, UBER and LYFT packages and drop-offs will be located outside the North Gate.

6 Bar Shuttles
Shuttles offer service from North and South sides of Milwaukee. Shuttle pick up and drop off are located at either the North or South Gates.

7 Downtown Parking Lots + Structures
Exit any of the downtown exits prior to the LaSalle exit and park in one of the many downtown parking structures.

8 Bicycle
Utilize the HANK AARON STATE TRAIL + GAIL LEAP TRAIL - other local paths to get you to the Fest. Bicycle parking is located near NFL North + South Gates. Check out a BIKE & BIKE from any station in Milwaukee and return it at any station near the National grounds. For Station Locations - Go to BikeShare.com, call: bikehub.org.

RECOMMENDED PARKING

- A. Museum Center Park - 700 N. PULASKI AVE.
- B. Union Square - 600 E. GREENSBORO ST.
- C. US Bank Stadium - 700 L. CALHOUN ST.
- D. US Bank Amphitheater - 201 W. WISCONSIN ST.
- E. Milwaukee Public Market - 415 N. WATER ST.
- F. Ohio Trust Garage - 415 N. WATER ST.
- G. The Plaza Hotel - 415 N. WATER ST.
- H. Garfield Structures - 300 E. WISCONSIN ST.
- I. 2ND N. Jackson St Parking - 700 N. JACKSON ST.
- J. 2ND N. East St Garage - 700 N. EAST ST.
- K. Milk Drop Tower - 812 N. WATER ST.
- L. 2ND N. Water St. - 700 N. WATER ST.
- M. 1st - 1st - 700 N. WISCONSIN ST.
- N. The Annex - 300 N. FURNACE ST.
- O. Sovereign Center Garage - 100 N. 4TH ST.
- P. Historic Third Ward Parking - 312 E. WISCONSIN ST.
- Q. Historic Third Ward Parking - 320 E. CALHOUN ST.
- R. Sovereign Lot - 420 E. WISCONSIN ST.
- S. Public Assembly Garage - 600 E. WISCONSIN ST.
- T. 1st Lot - 700 L. 1ST ST.
- W. Federal Parking lots 10P - 300 E. 1ST E. 1ST ST.

Download the app: summerfest.com/getting-here

ZOO A LA CARTE AUGUST 19, 2016

31 HOUR I-94 EAST WEEKEND CLOSURE

As part of the Zoo Interchange project, I-94 Eastbound will be fully closed for 31 hours starting Friday, August 19 at 10:00PM and will be closed until Sunday, August 21 at 5:00AM. During this full closure crews will work to get graders for the new I-94 Eastbound to I-41 Northbound and the I-94 Eastbound to I-41 Southbound system ramps.

Motorists should utilize Greenfield Avenue or Bluemound Road to get around the closure. Traffic backups and delays are anticipated along the freeway segments approaching the closure. If your weekend includes traveling on I-94 East in this area, don't let the construction change your plans. View more information on the project at zooic.org.

Please plan ahead, allow for extra time, and drive safely. Your patience is appreciated.
All closures are weather dependent and subject to change.

THANK YOU FOR CHOOSING US

To connect with the Milwaukee County Zoo, visit:

- @MilwaukeeCoZoo
- /MilwaukeeCountyZoo
- milwaukeezoo.org

To connect with the Zoo Interchange Project, visit:

- @WIZooIC
- /wizoointerchange
- zoointerchange.wi.gov

STAY CONNECTED

don't forget!
scan here

THE BEST ROUTE TO SUMMERFEST

Walking Directions to Summerfest from parking to provide festivalgoers plan-ahead parking and reduced stress accessing parking and the event.

kane

WIS 50 Road Project Lake Geneva Proposal

Stay informed. Stay connected. Stay Lake Geneva.



February 2026



Dear David DeAngelis,

Thank you for the opportunity to submit this proposal for consideration as a communications partner for the City of Lake Geneva's upcoming downtown reconstruction project. We appreciate the time, thought, and leadership that has gone into planning a project of this scale and its importance to the community.

Lake Geneva is more than a city, it is a destination, an economic engine, and a place people return to year after year to enjoy the amazing shops, restaurants and outdoor amenities. Managing a multi-year reconstruction effort in a community that serves residents, businesses, visitors, and vacation-home owners requires more than information sharing. It requires clarity, consistency, and communications that build confidence while helping people navigate real-world impacts.

Kane Communications Group brings extensive experience supporting complex transportation projects and tourism-driven destinations. We understand the importance of keeping communities informed, visitors welcomed, and businesses supported, especially when access, parking, and events intersect with construction activity.

Our proposed approach is designed to help the City communicate proactively, reduce confusion, and protect Lake Geneva's reputation as a vibrant and accessible destination throughout every phase of reconstruction.

We are excited about the opportunity to partner with the City and look forward to discussing how Kane's strategic communications expertise can support a successful project for Lake Geneva, its residents, and its visitors.

Thank you again for your consideration.

Sincerely,

A handwritten signature in black ink that reads "Cole R. Buergi". The signature is written in a cursive style with a large, sweeping "C" and a long, horizontal tail on the "g".

Cole Buergi
Vice President
Kane Communications Group

City of Lake Geneva

Downtown Reconstruction Communications Plan (2026-2028)

February 11, 2026

Situation Overview

Beginning in 2026, the City of Lake Geneva will undertake a multi-year downtown reconstruction project that includes utility work, sewer and water improvements, and full road reconstruction extending through 2028. As a premier tourist destination and second-home community for many Illinois residents, Lake Geneva faces unique communications challenges: maintaining visitor confidence, supporting local businesses, managing parking constraints, and ensuring residents and property owners remain informed and engaged.

Kane Communications Group proposes a proactive, phased, and highly visible communications program designed to:

- Minimize confusion and frustration during construction
- Protect tourism, events, and downtown commerce
- Provide timely, accurate, and accessible information
- Build trust through transparency and consistency

This plan outlines strategy, tactics, timing, staffing, and a detailed cost framework aligned with Kane's proven public-sector infrastructure communications approach.

Communication Objectives:

1. Inform residents, business owners, property owners, and visitors about construction timelines, impacts, and progress.
2. Guide visitors and residents to parking, events, and downtown destinations despite construction.
3. Reassure tourists, second-home owners, and event attendees that Lake Geneva remains open and welcoming.
4. Support downtown businesses during construction.
5. Prepare the community for high-traffic seasonal events amid constrained parking and access.
6. Reduce risk of misinformation through a single, trusted source of truth.

Target Audiences:

- Full-time Lake Geneva residents
- Downtown businesses and employees
- Seasonal residents and second-home owners (especially Illinois-based)
- Tourists and day-trippers
- Event attendees (five major annual events)
- Media (local, regional, tourism-focused)
- City leadership and staff

Kane's Approach:

Kane Communications Group will guide the City of Lake Geneva through this multi-year reconstruction using our proven Intelligent Start → Informed Outreach → Smart Growth model. This framework ensures communications are grounded in insight, activated with precision, and scaled to meet peak tourism and construction impacts.

- Intelligent Start (Planning and Discovery) - Our research turns relevant insights into strategic plans with clear, measurable objectives.
- Informed Outreach (Strategic Execution) - We implement marketing and communications strategies to move your priorities and your audiences into action.
- Smart Growth (Accountability and Evaluation) - We evaluate results and refine tactics as we go, working as your partner every step of the way.

Intelligent Start (Foundation & Readiness | 2026)

Establish clarity, trust, and infrastructure before disruption accelerates.

Information gathered during the Intelligent Start phase will serve to inform the development of strategic marketing and communications plan that will guide outreach activities during the Informed Outreach.

Strategic Focus

- Align City leadership, engineering teams, and contractors around one communications system
- Set expectations for residents, businesses, and visitors
- Identify key audiences
- Develop overarching project brand and key messages
- Build the overarching strategic plan that guide tactics designed to support the community through all phases of construction

Key Activities

- Planning meetings
- Communications strategy and governance
- Message architecture and project narrative
- Launch of centralized construction information hub
- Initial media briefings and stakeholder alignment

Strategic and Planning Deliverables

- Comprehensive construction communications strategy (multi-year roadmap)
- Communications governance playbook (roles, approvals, escalation protocols)
- Stakeholder mapping and engagement matrix
- Baseline sentiment and media audit
- Message architecture and project narrative
- Talking points and FAQs

Brand and Infrastructure Deliverables

- Project brand identity (name and logo)
- Messaging toolkit for City leadership and partners
- Centralized Construction Information Hub (dedicated URL + update framework)
- Email opt-in system integration on website
- FAQ library (public + business specific)

Launch Deliverables

- Public announcement materials (press release, Mayor script, media kit)
- Community briefing presentation
- Initial stakeholder toolkit (businesses, tourism partners, event planners)
- Social media launch assets
- Construction overview fact sheet

Informed Outreach (Active Construction & Navigation | 2026–2028)

Deliver timely and consistent information that helps people navigate impacts, especially parking and events access.

The Intelligent Start process will provide keen insight into which tactics will be included and implemented during Informed Outreach. Activities may include:

Ongoing Communications System

- Bi-weekly construction updates (email + website)
- Monthly business owner briefings
- Quarterly community updates
- Annual construction overview brochure
- Ongoing media relations and proactive outreach
- Real-time issue response protocol

Navigation and Wayfinding Support

- Annual 11x17 'Get Around Guide' (parking & access map)
- Event-specific traffic and parking plans
- Business signage templates ('Open During Construction')
- Directional signage content and messaging
- Visitor-friendly digital parking guidance graphics

Seasonal and Event Communications

- Seasonal Readiness Plans (Spring/Summer, Fall, Holiday)
- Five annual event communications toolkits
- Social media geofencing campaigns
- Paid social amplification during peak periods
- Illinois-targeted messaging for second-home owners and visitors

Community & Stakeholder Engagement

- Email e-blasts
- Regular website updates
- Media relations and issues management
- Outreach to target communities / audiences
- Road directional signage
- On-site presence at key events (as needed)
- Coordination with VCB, downtown associations, and event planners
- Community partner messaging toolkits
- Rapid response media briefings

Reporting & Accountability

- Monthly Client Activity Report (CAR)
- Client Conference Reports (CCR) following meetings
- Monthly performance dashboard (web, email, media, engagement metrics)

Smart Growth (Visibility, Confidence & Momentum | Ongoing)

Protects tourism, reinforces downtown vitality, and sustains confidence throughout construction

Smart Growth is Kane's disciplined account leadership and performance management phase. It ensures the Downtown Reconstruction Communications Plan remains aligned, responsive, and accountable throughout construction. As conditions evolve – from seasonal tourism surges to shifting construction phases – Smart Growth ensures the City leads with clarity, consistency, and confidence. This is where strategy is monitored, refined, and strengthened to protect Lake Geneva's reputation and public trust.

Strategic Focus

- Provide senior-level communications leadership throughout the multi-year initiative
- Maintain alignment across City leadership, engineers, contractors, tourism partners, and downtown businesses
- Monitor performance and public sentiment in real time
- Anticipate and mitigate risk before issues escalate
- Optimize messaging and resource allocation to maximize impact
- Reinforce transparency and accountability at every stage of construction

Core Activities

- Senior account leadership serving as trusted advisor to City leadership
- Monthly strategic coordination meetings and cross-partner alignment
- Ongoing performance monitoring (website, email, social, earned media)
- Media monitoring and social listening to identify emerging concerns
- Proactive risk assessment aligned with construction milestones
- Seasonal and event-driven communications recalibration
- Budget oversight and tactical optimization



Key Deliverables

- Monthly Client Activity Report (CAR) summarizing strategic progress
- Client Conference Reports (CCR) with documented action items
- Executive performance dashboard tracking engagement and sentiment
- Quarterly strategic performance summaries for City leadership
- Updated issue response protocols and holding statements (as needed)
- Annual strategic recalibration session
- Annual 'State of Downtown Progress' executive summary
- Final 2028 Grand Reopening Communications Plan

Investment

Year 2026: \$325,000

Year 2027: \$290,000

Year 2028: \$280,000

The investment above is broken out by year with a decrease reflected as processes are established and a cadence is established. Kane provides a Client Activity Report (CAR) with each monthly invoice summarizing the key activities that took place in the month prior. Kane also provides an agenda before every client meeting and a Client Conference Report (CCR) summary (meeting recap) with action items after every client meeting. These activities are included in the scope of work.

Expenses such as but not limited to printing, billboard placement, mileage and other costs are outside the scope of investment above. When possible, these items will be billed directly to the city.

Value to the City of Lake Geneva

This program delivers more than updates, it delivers confidence. By investing in proactive communications, the City protects tourism revenue, supports downtown businesses, reduces public frustration, and reinforces Lake Geneva's reputation as a premier destination, even during construction.

Kane Communications Group brings infrastructure communications expertise, destination sensitivity, and disciplined execution to ensure Lake Geneva, and its target audiences, remains informed throughout construction.

Kane's experience:

The Kane team brings deep, real-world experience guiding communities through complex, high-profile road and infrastructure projects while protecting local economies and public confidence. Our team has led strategic communications for major transportation initiatives including

Road Projects:

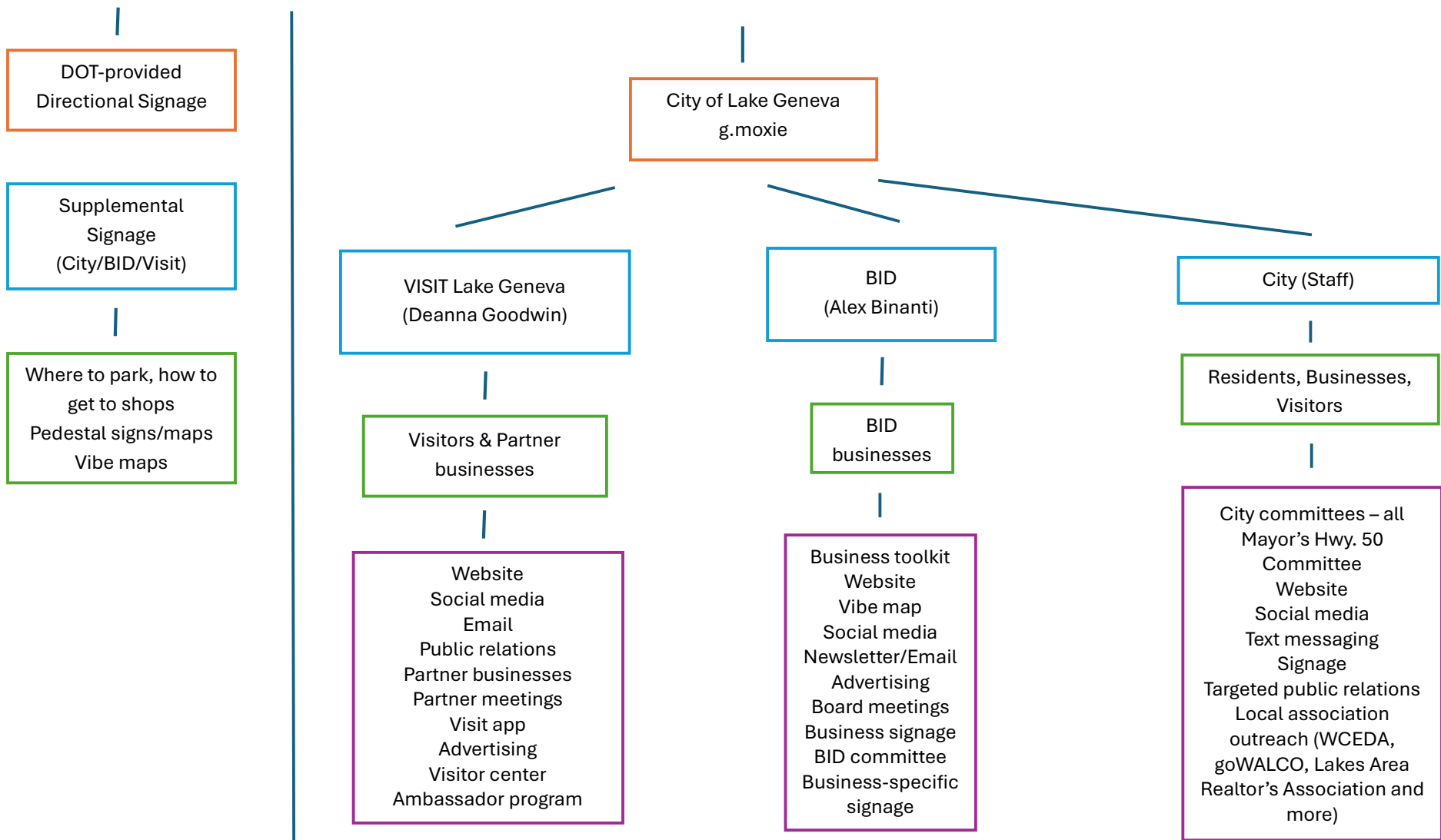
- I-93/90/94 - Madison to Wisconsin Dells
- Verona Road Project - Verona
- WIS 32 Project - Downtown De Pere
- WIS 151 - Columbus to Waupun
- Beltline Planning and Environment Linkages (PEL) Study - Middleton - Cottage Grove

- I39/90/94 Wisconsin River Bridge Project – Columbia County
- I-39/90 – Madison to Wisconsin State Border
- WIS 172 – Brown County
- Hwy 29 Corridor Preservation Project
- Military Avenue Project – Green Bay
- Holmgren Way Extension – Ashwaubenon
- McCleary Bridge Project - Wausau

Tourism related projects:

- Lambeau Field Expansion – Green Bay
- Burger Fest – Seymour
- Lodge Kohler Grand Opening – Green Bay
- Experimental Aircraft Association (E.A.A.) – Oshkosh
- Green Lake Country Visitors Bureau – Green Lake, Ripon, Markesan, Princeton and Berlin

Department of Transportation



The Wisconsin Department of Transportation will disseminate all information related to the Hwy 50 reconstruction through g.moxie and, by extension, the city. VISIT, BID and designated staff members will push information to residents, visitors and the business community through multiple outlets.

WIS 50 Outreach – Roles and Responsibilities

g. moxie leads outreach as the City of Lake Geneva’s consultant

Workstream / Deliverable	City	Mayor’s Committee	g. moxie	BID	VISIT	Partners
Review of Construction Staging Plan	A	I	R	I	I	I
Construction impact assessment & issue identification	C	I	A/R	C	C	C
Access solutions / mitigation strategy plan	A	C	R	C	C	C
Single-voice communications plan	A	C	R	C	C	I
Outreach material creation (maps, guides, templates, graphics)	A	I	R	C	C	I
DOT-provided directional signage	I	I	I	I	I	I
Supplemental signage (parking, wayfinding)	A	C	R	R	R	I
City website updates / project page	A/R	I	R	I	I	I
Social media messaging (GMoxie to create and post on City sites and develop for inclusion on stakeholder sites)	A/R	I	R	R	R	I
Email newsletters	A/R	I	R	R	R	I
Public relations / earned media recommendations (GMoxie to work with BID, Visitors Bureau and Businesses to recommend earned media opportunities to convey the Open for Business message)	A	I	R	C	C	I
Stakeholder coordination meetings (GMoxie will schedule, plan and conduct stakeholder meetings for training and implementation of the communications plan)	A	C	R	C	C	I
Partner / business toolkit (GMoxie will create toolkit and adapt to individual entities so they may convey message to their specific audiences)	A	I	R	R	R	C
Business outreach meetings (GMoxie will plan and conduct business outreach meetings to explain construction impacts and hear concerns)	C	I	A/R	R	R	C
Visitor center / ambassador messaging (Gmoxie will create messaging to be included in visitor center and ambassador collateral and messaging)	C	I	R	C	A/R	I
Ongoing construction updates (GMoxie will attend weekly WisDOT/Contractor meetings and prepare and distribute updates to stakeholders)	A	I	R	C	C	I

Legend: R = Responsible • A = Accountable • C = Consulted • I = Informed



Agenda Item Memo

City of Lake Geneva

Committee: FLR

Meeting Date: 03 March 2026

Agenda Item Number: 7

Subject / Title: Rapid Flashing Beacons Wells St at Badger crossing

Submitted By: TE, Kapur

Background / Request

Council recommendation, cost to be shared by School District.

Fiscal Impact / Budget

- Estimated Cost: \$13,600.00
- Funding Source: CIP, Paving (e.g., General Fund, TID, Water Utility, Grants)
- Budget Status: Within Budget Over Budget Budget Amendment Required

(If applicable, note grant awards, cost-sharing, or capital plan references.)

Ordinance/Policy Implications/Changes:

Non known

Recommendation:

Recommend to approve

Implementation/Next Steps

Name of Committee	Date of Meeting	Outcome
Council	09 March 2026	

Attachments: ████████

Reviewed by	Date:	Comments

MEMORANDUM TO THE CITY OF LAKE GENEVA

To: Neil Waswo, Tom Earle

From: Bridget Barry, P.E.
 Lacey Reynolds

CC: Vanessa Jahns
 Naomi Rauch, P.E.

Date: February 11, 2026

Re: Recommendation for Approval of Proposal for Rapid Flashing Beacons at Badger High School

A total of two proposals were received on Wednesday, February 11th, 2026, for the **Rapid Flashing Beacons at Badger High School**. The proposals were reviewed, and the results are as follows:

	Contractor No. 1 Outdoor Lighting Construction CO., Inc. (Milwaukee, WI)	Contractor No. 2 Property Solutions Contracting (Thiensville, WI)
Total Bid	\$ 13,600.00	\$ 15,614.00

It is recommended that the award of the **Rapid Flashing Beacons at Badger High School** shall go to the lowest responsible proposer. Based on the review of the proposals and qualification statements and discussion with the City and DPW staff, it is my recommendation to award the **Rapid Flashing Beacons at Badger High School** contract to **Outdoor Lighting Construction CO., Inc.** The project General Proposal Tabulation is attached for your review.





KAPUR

2026 Lake Geneva Rapid Flashing Beacons at Badger High School - General Proposal Tabulation

City of Lake Geneva, Walworth County, Wisconsin - Proposals Due 02/11/2026 at 11:00 am

				Engineer Estimate		Outdoor Lighting Construction Co.		Property Solutions Contracting	
Item No.	Item Description	Unit	Estimated Qty.	Unit Price	Extension	Unit Price	Extension	Unit Price	Extension
SPV.0105.01	Rapid Flashing Beacons, Solar, Push Button, Pedestrian Assemblies, with Ped	LS	1	\$ 18,000.00	\$ 18,000.00	\$ 12,840.00	\$ 12,840.00	\$ 15,534.00	\$ 15,534.00
SPV.0180.01	Restore Disturbed Areas	SY	8	\$ 40.00	\$ 320.00	\$ 95.00	\$ 760.00	\$ 10.00	\$ 80.00
TOTAL				\$	18,320.00	\$	13,600.00	\$	15,614.00



Agenda Item Memo

City of Lake Geneva

Committee: Park Board

Meeting Date: 3/3/2026

Subject / Title: Pickleball Divider Fence

Submitted By: David Winger

Background / Request

In 2025, the City converted existing tennis courts into pickleball courts at Dunn Courts. To complete the facility, the Park Board recommends the installation of a galvanized divider fence with a center gate to ensure accessibility for all users, and a yellow corrugated cap along the top rail.

Fiscal Impact / Budget

- **Estimated Cost: \$7,500**
- **Funding Source: CIP Surplus Bonding** (e.g., General Fund, TID, Water Utility, Grants)
- **Budget Status:** Within Budget _____ Over Budget _____
 Budget Amendment Required _____
- **GL Number: 43-52-00-53000**

(If applicable, note grant awards, cost-sharing, or capital plan references.)

Ordinance/Policy Implications/Changes:

N/A

Recommendation:

Motion to approve: *contingent allocation of \$7,500 from available 2023–2025 bonding cycle surplus funds for the installation of a divider fence at the Dunn Pickleball Courts, with installation to be completed prior to the scheduled May 16th grand opening*

Implementation/Next Steps

Name of Committee	Date of Meeting	Original Agenda Item #	Outcome
Park Board	3/3/2026	7	To be determined
Council	3/9/2026		To be determined

Attachments (list any and all attachments that go with this item and memo)

Sun Prairie pickleball court fence & Aerial

Reviewed by	Date:	Comments



Is Park





Agenda Item Memo

City of Lake Geneva

Committee: Personnel

Meeting Date: March 2nd, 2026

Subject / Title: Recognition of the IAFF as the Fire Fighters Union Representative.

Submitted By: David De Angelis

Background / Request

The City of Lake Geneva fire fighters union has requested that the City recognize them as now being exclusively represented by the Internation Association of Fire Fighters. They would then assume the existing contract and it would remain in place until contracts expiration. They have been reviewing this change for some time and feel they will receive additional benefits from joining this association for their members. If the City does not voluntarily recognize this change they would then notify the Wisconsin Employment Relations Commission for further action.

Fiscal Impact / Budget

- **Estimated Cost:** None
- **Funding Source:** Click or tap here to enter text.(e.g., General Fund, TID, Water Utility, Grants)
- **Budget Status:** Within Budget _____ Over Budget _____
 Budget Amendment Required _____
- **GL Number:** _____

(If applicable, note grant awards, cost-sharing, or capital plan references.)

Ordinance/Policy Implications/Changes:

This will change the firefighter bargaining group from self represented to formal representation by the IAFF

Recommendation:

I am recommending approval

Implementation/Next Steps

Name of Committee	Date of Meeting	Original Agenda Item #	Outcome
Personnel	3-2-26		Meeting cancelled.

Attachments (list any and all attachments that go with this item and memo)

Reviewed by	Date:	Comments

MEMORANDUM

TO: City Council, City Administrator, and City Clerk

FROM: City Attorney, Daniel S. Draper

DATE: March 6, 2026

RE: Proposed Language Changes to Allow Two Alderpersons to Request an Item to be placed on Committee Agendas

As requested by the City Council, I am attaching proposed changes to our Code of Ordinances to allow two alderpersons to request items be placed on committee agendas. The changes to the various ordinances are highlighted in red.

Each committee has the right to draft their own rules for how they will operate. Standing committees are made up of sitting alderpersons. If the council wants to impose a rule on how their standing committees operate, that would be appropriate, however it may interfere with the chairpersons' ability to make the agenda as provided in city policies.

Other commissions and committees are made up of citizen members and alderpersons. Sometimes the alderpersons are non-voting members. Imposing a requirement that two alderpersons can place an item on their agenda may conflict with the rules adopted by their committee. Many of the committees have chairpersons or presidents that are not public officials which creates additional administrative hoops and potential flaws in communications. The idea is to have citizen membership guide the discussions and address the issues on citizen committees. It becomes less of a citizen committee if two alderpersons are given the rights to determine the direction of a citizen committee. It is one thing for the City Council to give directions to a committee; it is another to allow that right to be given to two alderpersons.

Giving two alderpersons the right to place an agenda item on the Plan Commission is concerning because agenda items are generally set by statute. Generally, an alderperson would only be able to submit items for discussion regarding text or map changes. As you are aware, the process for making text changes is an involved process that includes notifying certain parties or jurisdictions and publishing a notice in the newspaper. It would be much more efficient for the city council to give the plan commission direction in that regard rather than two alderpersons.

Just some thoughts to consider before adopting a change to the ordinances. If you have any questions, please do not hesitate to contact me.

DSD

Finance Licensing and Regulation Committee, Piers, Harbors, and Lakefront Committee, Personnel Committee, and Public Works Committee

Sec. 2-49 Standing committees.

[Code 1992, § 2.12; Ord. No. 08-02, 3-10-2008; 5-24-2010 by Ord. No. 10-05; 11-28-2011 by Ord. No. 11-32; 5-29-2012 by Ord. No. 12-08; 9-22-2014 by Ord. No. 14-05; 11-10-2014 by Ord. No. 14-08; 12-27-2016 by Ord. No. 16-23; 12-27-2016 by Ord. No. 16-21; 5-28-2019 by Ord. No. 19-06; 8-12-2020 by Ord. No. 20-09; 2-22-2021 by Ord. No. 21-01; 10-13-2025 by Ord. No. 25-15]

The standing committees of the council shall be:

Finance, Licensing and Regulation Committee;

Piers, Harbors, and Lakefront Committee;

Personnel Committee;

Public Works Committees.

The standing committees shall consist of five persons all of whom shall be Aldermen and shall be appointed by the Mayor subject to approval of Council.

The Mayor shall designate one of each committee's members as the committee chairman.

The term for member shall be one year. Vacancies shall be filled by appointment by the Mayor subject to approval of Council for the unexpired term.

A member or members of each standing committee may be removed by the Mayor with the approval of the Council.

Committee members shall serve without compensation other than the regularly established salary as Aldermen.

Each standing committee shall adopt its own rules and procedures that are consistent with the current edition of Robert's Rules of Order and shall keep a written record and file a copy with the City Clerk of all its minutes, resolutions, and proceedings.

The City Clerk shall prepare the agenda and provide timely public notice, including date, place and agenda of all standing committee meetings in accordance with state statutes.

The City Clerk shall ensure that all items referred to the standing committees by two Alderpersons are included on the agenda. Referrals from two Alderpersons must be submitted on the proper form and received by the Clerk two Fridays prior to the scheduled meeting.

All standing committees shall meet at City Hall unless a meeting elsewhere is authorized by the Mayor or City Clerk.

A majority of the members of the committee shall constitute a quorum for the transaction of business.

The powers, duties, and responsibilities of each standing committee are:

...

Board of Park Commissioners

Sec. 54-68 Board powers and duties.

[Ord. No. 08-02, 3-10-2008; amended 7-13-2009 by Ord. No. 09-14; 12-10-2012 by Ord. No. 12-26; 8-24-2020 by Ord. No. 20-11; 9-9-2024 by Ord. No. 24-09]

The Board of Park Commissioners shall have the duties and powers set forth below:

(1)

Meeting. The Board of Park Commissioners shall meet at least quarterly. The Board may meet as necessary, or as called by the Chairman or as called by a majority of the Board. The Chairperson is responsible for the preparation of the agenda and shall provide a digital or electronic copy of such agenda to the City Clerk for posting and distribution to other Board members and the public at least 48 hours prior to such meeting. **The Chairman shall ensure that all items referred to the Board of Park Commissioners by two Alderpersons are included on the agenda. Referrals from two Alderpersons must be submitted on the proper form and received by the Chairman two Fridays prior to the scheduled meeting.** All meetings shall be at City Hall. The Acting Secretary shall submit in a timely fashion a digital copy of the meeting minutes to the City Clerk for posting and distribution. If action by the City Council is desired, such action shall be so noted in the minutes.

...

Avian Committee

Sec. 2-235 Meetings; conduct; duties.

(a) Meeting. The Committee shall meet a minimum of four times per year and shall fix its meeting dates and time at the beginning of each calendar year or as soon as practical. Additional meetings may be called by the Chairman or by action of the members at a duly called meeting. All meetings shall be held at the City Hall unless otherwise designated by the Chairman.

(b) Rules of Order. The Chairperson shall call the meeting to order, shall preserve order and decorum, decide all questions of order, and conduct the proceedings of the meeting in accordance with Robert's Rules of Order, unless otherwise provided by statute or by the rules stated herein.

(c) Quorum. A majority of the membership of the Committee shall constitute a quorum for the transaction of business.

(d) Organization. The members of the Avian Committee shall elect a Chairman from amongst its members. The Avian Committee may elect other officers necessary or appropriate to aid in the efficient running of the Committee.

[Amended 12-10-2012 by Ord. No. 12-23]

(e) Agenda. The Chairperson is responsible for the preparation of the agenda and shall provide a digital or electronic copy of such agenda to the City Clerk for posting and distribution to other Committee members and the public at least 48 hours prior to such meeting. Informational material for items identified on the agenda shall also be provided with the agenda when practical. **The Chairperson shall ensure that all items referred to the Avian Committee by two Alderpersons are included on the agenda. Referrals from two Alderpersons must be submitted on the proper form and received by the Chairperson two Fridays prior to the scheduled meeting.**

...

Cemetery Board

Sec. 2-303 Authority and duties.

(a) The Cemetery Board shall have the following authority and duties:

- (1)** Serve in an advisory capacity to the Common Council on all cemetery related issues.
- (2)** Cooperate with the Director of Public Works, subject to final authority by the Common Council, in allocating labor and machine work necessary to landscape and maintain the cemetery grounds in accordance with rules and regulations of the cemetery.
- (3)** Recommend, in cooperation with the Comptroller and Administrator, to the Common Council, from time to time, as to the investment and handling of cemetery accounts and funds.

(4) Communicate with the public, in cooperation with the Comptroller and Administrator, as to the funding needs of the cemetery, as those needs may change from time to time, for the purpose of promoting the proper designation of purpose for the funding, when members of the public are considering gifting or bequeathing monies to the cemetery.

(b) Agenda. The President of the Cemetery Board is responsible for the preparation of the agenda and shall provide a digital or electronic copy of such agenda to the City Clerk for posting and distribution to other Board members and the public at least 48 hours prior to such meeting. Informational material for items identified on the agenda shall also be provided with the agenda when practical. The President of the Cemetery Board shall ensure that all items referred to the Avian Committee by two Alderpersons are included on the agenda. Referrals from two Alderpersons must be submitted on the proper form and received by the President of the Cemetery Board two Fridays prior to the scheduled meeting. All meetings shall be held at City Hall.

...

Tree Board

Sec. 54-68 Board powers and duties.

[Ord. No. 08-02, 3-10-2008; amended 7-13-2009 by Ord. No. 09-14; 12-10-2012 by Ord. No. 12-26; 8-24-2020 by Ord. No. 20-11; 9-9-2024 by Ord. No. 24-09]

The Board of Park Commissioners shall have the duties and powers set forth below:

(1) Meeting. The Board of Park Commissioners shall meet at least quarterly. The Board may meet as necessary, or as called by the Chairman or as called by a majority of the Board. The Chairperson is responsible for the preparation of the agenda and shall provide a digital or electronic copy of such agenda to the City Clerk for posting and distribution to other Board members and the public at least 48 hours prior to such meeting. All meetings shall be at City Hall. The Acting Secretary shall submit in a timely fashion a digital copy of the meeting minutes to the City Clerk for posting and distribution. If action by the City Council is desired, such action shall be so noted in the minutes.

(2) Duties. The Board of Park Commissioners shall serve as an advisory board to the Common Council. The Board of Park Commissioners shall advise the Council on all matters pertaining to parks, recreation, and forestry. Areas of responsibility shall include, but are not limited to:

a. Creation of subcommittees to effectively monitor and advise on specific issues regarding parks, recreation, or forestry, including the City Tree Board;

- b. The management, improvement, and care of public parks, parkways, boulevards, and pleasure drives of the City;
- c. The development of policies, procedures, rules, and regulations pertaining to the use of public parks, City-sponsored recreation programs, and forestry;
- d. The development of the annual operating and capital budgets for parks, recreation, and forestry;
- e. The development of a broad variety of recreational programs and services to meet the needs and demands of the community;
- f. The development of a master plan for the City's park system;
- g. Advising the Council on issues of land acquisition, use of park impact fees, and leasing and/or land sales or exchanges affecting the City's park system; and
- h. Advising the Council on levels of staffing required by the City's park system.

(3) Tree Board. The Board of Park Commissioners shall oversee a Tree Board who shall carry out provisions of Wisconsin Statutes and Chapter [82](#) of the Municipal Code for the City of Lake Geneva, Wisconsin, and such other duties as required to report to the Board of Park Commissioners. There shall be seven members, inclusive of the Mayor and an Alderman, on the Tree Board. All members shall be residents of the City. The Mayor and an Alderman shall be appointed as non-voting members. The resident members shall each serve three-year terms. The terms of the resident members shall be staggered to have approximately one-third of the members' terms expire each year. Appointment of members to the Tree Board shall be recommended by the Mayor and shall be confirmed by the Common Council.

a. Organization. The members of the Tree Board shall elect a Chairman from amongst its members.

b. Meetings. The Tree Board may meet as necessary, or as called by the Chairman or as called by a majority of the Tree Board.

c. Agenda. The Chairman of the Tree Board is responsible for the preparation of the agenda and shall provide a digital or electronic copy of such agenda to the City Clerk for posting and distribution to other Board members and the public at least 48 hours prior to such meeting. Informational material for items identified on the agenda shall also be provided with the agenda when practical. The Chairman of the Tree Board shall ensure that all items referred to the Tree Board by two Alderpersons are included on the agenda. Referrals from two Alderpersons must be submitted on the proper form and received by the Chairman of

the Tree Board two Fridays prior to the scheduled meeting. All meetings shall be held at City Hall.

Avian Committee

Sec. 2-235 Meetings; conduct; duties.

(a) Meeting. The Committee shall meet a minimum of four times per year and shall fix its meeting dates and time at the beginning of each calendar year or as soon as practical. Additional meetings may be called by the Chairman or by action of the members at a duly called meeting. All meetings shall be held at the City Hall unless otherwise designated by the Chairman.

(b) Rules of Order. The Chairperson shall call the meeting to order, shall preserve order and decorum, decide all questions of order, and conduct the proceedings of the meeting in accordance with Robert's Rules of Order, unless otherwise provided by statute or by the rules stated herein.

(c) Quorum. A majority of the membership of the Committee shall constitute a quorum for the transaction of business.

(d) Organization. The members of the Avian Committee shall elect a Chairman from amongst its members. The Avian Committee may elect other officers necessary or appropriate to aid in the efficient running of the Committee.

[Amended 12-10-2012 by Ord. No. 12-23]

(e) Agenda. The Chairperson is responsible for the preparation of the agenda and shall provide a digital or electronic copy of such agenda to the City Clerk for posting and distribution to other Committee members and the public at least 48 hours prior to such meeting. **The Chairperson of the Tree Board shall ensure that all items referred to the Avian Committee by two Alderpersons are included on the agenda. Referrals from two Alderpersons must be submitted on the proper form and received by the Chairman of the Tree Board two Fridays prior to the scheduled meeting.** Informational material for items identified on the agenda shall also be provided with the agenda when practical.

(f) Committee action. Unless otherwise stated herein, the Avian Committee is advisory in its capacity and shall make recommendations to the City Council.

(g) Submittal of minutes. The acting Secretary shall submit in a timely fashion a digital copy of the meeting minutes to the City Clerk for posting and distribution. If action by the City Council is desired, such action shall be so noted in the minutes.

(h) Duties. The Avian Committee shall:

(1) Make recommendations to the City Council:

- a.** To plan and celebrate International Migratory Bird Day annually on the second Saturday of May.
- b.** To monitor and implement minimum criteria to achieve annual certification as a "Bird City" community.
- c.** To apply for Bird City status annually.
- d.** To promote the City of Lake Geneva as a tourist destination for bird enthusiasts.

(2) Submit at least one bird-related article for the City website or media.

(3) Review annually all City ordinances and policies/procedures related to birds and recommend changes or updates to the Common Council.