



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

Committee of the Whole Agenda
Monday, June 1, 2026 - 6:00 PM
Lake Geneva City Hall; Council Chambers

Members:

Council President: Cindy Yager

Council Vice-President: Cathy Stoodley

Alderpersons: JaNelle Powers, Sherri Ames, Linda Frame, Mary Jo Fesenmaier, Brian Smith and Joel Hoiland

1. Call to Order
2. Pledge of Allegiance
3. Roll Call
4. Approval of the Committee of the Whole Minutes from May 4, 2026
5. Comments from the public as allowed by Wis. Stats. §19.84(2). Comments will be limited to 5 minutes. Be further advised that matters brought up at this time may be referred to the appropriate committee or individual for further discussion and consideration.
6. Presentation: The Bridge Food & Diaper Bank - Executive Director Tammy Dunn
7. Presentation: Starting a Parks Foundation - Parks Director David Winger
8. Standing Committee Updates (Personnel, Piers, Harbor and Lakefront & Public Works)
9. Committee, Commission, and Board Updates (Avian Committee, Board of Park Commissioners, Cemetery Board, Hillmoor Commission, Historic Preservation Commission, Library Board, Plan Commission, Police & Fire Commission, Tree Board, Tourism Commission, Utility Commission)
10. Council Representatives Serving on Other Boards and Committees Updates (Business Improvement District, Geneva Lake Environmental Agency, Geneva Lakes Family YMCA, Geneva Lake Museum, Geneva Lake Use, Lake Geneva Economic Development Corporation, VISIT Lake Geneva). No meeting or materials are posted on the City website.
11. Adjournment

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

**City Of Lake Geneva Committee Of The Whole Minutes
Monday, May 4, 2026 - 6:00 PM
Lake Geneva City Hall; Council Chambers**

Call to Order

by Chairperson Yager at 6:15 pm.

Pledge of Allegiance

by Alderperson Stoodley.

Roll Call

Present: Sherri Ames, JaNelle Powers, Mary Jo Fesenmaier, Linda Frame, Brian Smith (via zoom), Joel Hoiland, Cathy Stoodley and Cindy Yager. Absent: None. Others present: City Administrator Dave De Angelis, City Clerk Lacey L. Reynolds and other interested persons.

Approval of the Committee of the Whole Minutes from March 2, 2026

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

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

Mike Kramp, Alder Fesenmaier, Victoria Ross and Jim Gauger all spoke.

Presentation: Business Improvement District – “We Love Local Wednesdays”; Alexandria Binanti, Executive Director, Downtown Lake Geneva

BID Director Alex Binanti shared about We love local Wednesday's and the draft promotional postcard. Discussion took place.

Presentation: Geneva Lake Museum Update; Janet Ewing, Co-Director of Administration

Alder Frame shared about the June 13th event at the museum beginning at 4pm honoring local military heroes. Frame added the military room will be complete by this celebration.

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

Personnel Committee-Chair Powers

Alder Powers shared the committee met today.

Public Works Committee-Chair Stoodley

Alder Stoodley shared Broad St construction began today and the HWY 120 construction is ongoing.

Piers, Harbor, and Lakefront Committee-Chair Yager

Alder Yager announced the hiring of the new Harbormaster, Luke Riesterer and spoke about wake-enhanced sports.

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

Utility Commission-Fesenmaier and Smith

Alder Fesenmaier shared the utility portion of construction is now underway on HWY 120 and the 2025 consumer confidence report is posted on the Utility Commission website.

Tree Board-Ames

Alder Ames announced the tree planting in honor of Patrick Quinn was on April 24th.

Plan Commission-Powers

Alder Hoiland shared the Simple Food Group Concept Plan was reviewed.

Board of Park Commissioners-Yager

Alder Yager reported on discussion about native plantings, a possible sound system at Brunk Pavilion and announced the Dunn Field Pickleball courts grand opening is May 16th from 3-6 pm.

Library Board-Ames

Alder Ames announced the Smith room construction is on schedule and the library bulletin is now available.

Historic Preservation Commission-Powers

Alder Powers reported on the Library plaque and other signs will be installed when weather permits.

Avian Committee-Frame

Alder Powers reported on the dark sky ordinance, the bird city application and the migratory bird day event. Powers also shared the purple martins have returned.

Tourism Commission-Fesenmaier and Smith

Alder Fesenmaier reviewed where tourism commission money comes from and announced 3 grants were approved.

Cemetery Board-Stoodley and Frame

Alder Stoodley announced the road construction will begin soon and the cold storage shed and columbarium should be complete before winter.

Hillmoor Commission-Yager

Alder Yager reported Zone 1 master plan and trails were discussed.

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

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

VISIT Lake Geneva-Yager

Alder Yager announced there are 3 new partners and restaurant week was a success.

Geneva Lake Museum-Hoiland

Alder Powers reported the annual meeting was last month

Lake Geneva Economic Development Corporation-Hoiland and Smith

No report.

Geneva Lake Environmental Agency-Fesenmaier

Alder Fesenmaier reported on the updated signs GLEA will provide to municipalities.

Geneva Lakes Family YMCA-Smith

Alder Stoodley shared the Y is purchasing property.

Geneva Lake Use-Hoiland

Alder Fesenmaier reported Geneva Lake USE is still active but is no longer charging municipalities.

Business Improvement District-Stoodley

Alder Stoodley announced the meeting is this Wednesday.

Adjournment

Motion by Ames to adjourn, second by Frame. Voice vote, approved, motion carried. Adjourned at 7:25 pm.

Lacey L. Reynolds
City Clerk



Parks Foundation

Discussion on Options



An Untapped Asset

We have something special: lakefront, natural areas, Hillmoor, trails, and engaged residents ready to invest in them. What if we fully realized this potential?

What Great Parks Systems Do

Protect What Makes Us Special:

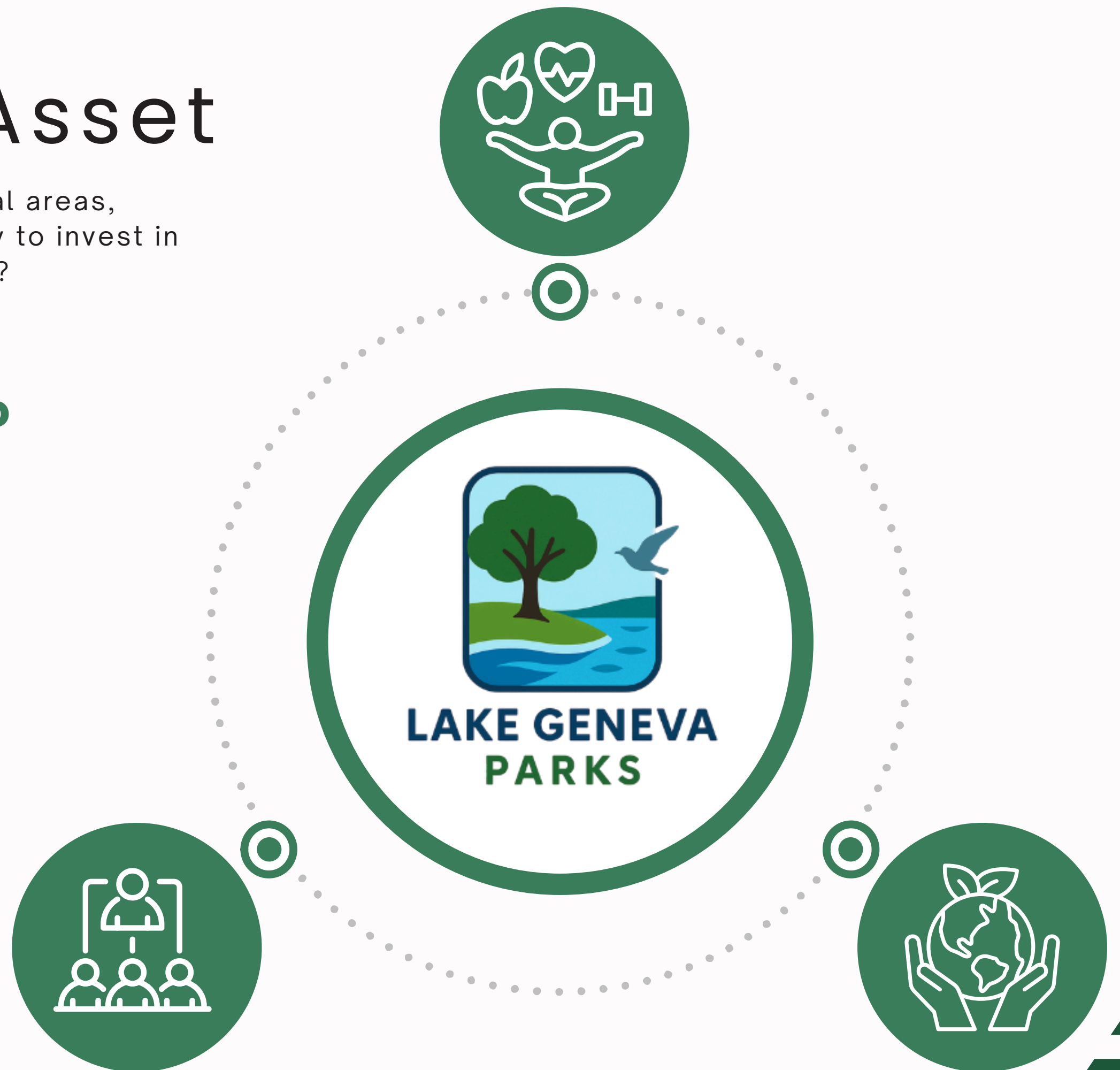
- Ecological restoration
- Connected trail systems
- Thoughtful stewardship

Build Healthier, Connected Communities

- Active residents = lower healthcare costs
- Gathering spaces strengthen social fabric
- Multi-generational spaces build community memory

Create Community Identity:

- Madison's arboretum & lakefront trails define the city
- Milwaukee's lakefront & park system are their signature



What Residents Are Ready to Support

The Demand

- **56%** of residents want MORE investment in bicycle facilities
- **62%** currently drive to OTHER communities for recreation (we can win them back)
- Strong support for conservation and community access working together

The Experience?

What Residents Want Most

<i>Top Priorities</i>	<i>Vision</i>
Trail Connectivity	Imagine biking safely from downtown to Hillmoor to Big Foot Beach
Restored Natural Areas	Hillmoor as an ecological showcase AND community asset
Connected Experiences	Every park linked by trails, signage, and purpose

Information from 2021-2026 CORP - to be updated by 2026-2031 CORP

MODELS THAT WORK

Learning from Success Stories



MADISON PARKS
FOUNDATION

MILWAUKEE PARKS
FOUNDATION



Greater Milwaukee
FOUNDATION
greater together



COMMUNITY
FOUNDATION
OF SOUTHERN WISCONSIN

What Established Foundations Teach Us

They think bigger than annual budgets:

- Major capital campaigns for signature projects
- Supplement, not replace, City funding

They Give Community Ownership:

- Donors see success
- Philanthropy creates advocates, not just dollars

They Build Permanent Capacity:

- Invest today, fund maintenance forever
- Sustainable funding that outlasts any budget cycle

What to Know About Fiscal Sponsors

Critical Lesson from Milwaukee & Madison:

"Most fiscal sponsors only let you access interest earned on endowments, not the principal. Always negotiate corpus access for major projects, or build your own foundation for long-term control"

THREE PATHS FORWARD

Funding Mechanisms - What Each Enables



Use Fiscal Sponsor

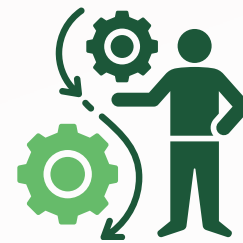
Pros:

- Start raising funds immediately
- They handle accounting, tax filings, compliance
- Professional management

Cons:

- Default: Endowment interest only. Principal access must be negotiated
- Costs of 1-5% annually

Best for: Capital campaigns for specific projects



Start Independent Parks Foundation

Pros:

- All funds available for projects
- Local board makes decisions
- One-time setup, minimal ongoing fees

Cons:

- Months to establish 501(c)(3)
- Need quality working board members
- Setup requires legal, filing, governance documents

Best for: Permanent endowments, flexibility



Designated & Restricted City Fund

Pros:

- Direct city control
- Project-specific campaigns
- Simple administration

Cons:

- Some donors prefer giving only to "parks"
- Fewer grant opportunities (not separate 501c3)
- Less insulation from budget politics

Best for: Supplemental funding, not transformational investment

GOVERNANCE

Built For Success



Park Board

The Voice of the Community

They ensure:

- Long-term vision reflects community values
- All parks serve public interest
- Projects align with resident priorities

Their role with Foundation:

- Provide strategic direction on what community needs most



Parks & Other City Departments

The Builders

They deliver:

- Professional park management
- Quality maintenance and operations
- Project implementation

Their role with Foundation:

- Parks Department identifies opportunities and manage Foundation-funded projects



Parks Foundation

The Catalyst

They enable:

- Private philanthropy for public parks
- Funding beyond annual city budget
- Donor engagement and stewardship
- Endowment growth for permanent support

Their role:

- Make possible what tax dollars alone can't fund

How It Works in Practice

Only an example

01

Community identifies a high priority project

- CORP will help infer this

02

Park Board validates it aligns with system vision

- Through prioritization matrix

03

Parks Department develops plan and identifies cost of \$800k. City, through department recommendation, allocates \$300k over 2 years from CIP

04

Parks Foundation raises \$500k to accelerate and enhance project

05

Result: Project happens in 2 years instead of 5 and includes better amenities





The Opportunity

Start Fast, Build Permanent

Phase 1: Launch (2026)

- Launch capital campaign through fiscal sponsor
- Begin Parks Foundation formation simultaneously



Phase 2: Build Momentum (2027-2032)

- Campaigns deliver visible results
- Foundation grows and takes root



Phase 3: Sustainable Future (2032+)

- Full local control
- Parks funded for generations



How We Start



Immediate actions to begin building Lake Geneva's parks legacy

01



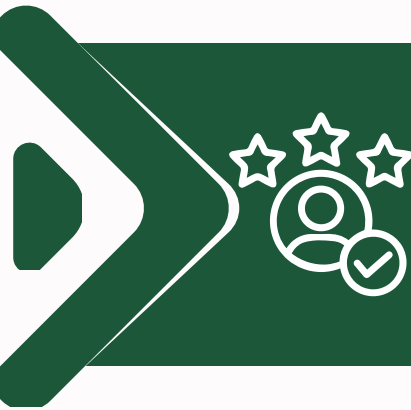
Establish Capital Campaign through Fiscal Sponsor

Form Independent Parks Foundation



02

03



Recruit High Quality Foundation Board Members

Raise funds, deliver projects, build a lasting legacy, and keep going.



04



Together

This is what we're building toward. More moments like this, made possible by our community.



The opportunity is here. The community is ready. Let's build this together.