FINANCE, LICENSING & REGULATION COMMITTEE MEETING
TUESDAY, JANUARY 7, 2020 – 6:00 PM
CITY HALL, CONFERENCE ROOM 2A

Committee Members: Chairperson Ken Howell, Alderpersons: Selena Proksa, Doug Skates, John Halverson, and Rich Hedlund

Howell called the Finance Meeting to order at 6:00 p.m.

Roll Call
Present: Howell, Proksa, Skates, Halverson, and Hedlund
Absent: 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
Kevin Fleming; 1032 Wisconsin St; Spoke to tabling the parking rate increase agenda item and requested that an ad hoc committee be developed to discuss that issue.

Approve the Regular Finance, Licensing and Regulation Committee Meeting minutes of December 17, 2019, as prepared and distributed
Motion by Proksa to approve, second by Skates. No discussion. Motion carried 5-0.

Licenses & Permits

2019-2021 Original & Renewal Operator License applications filed by various applicants as listed in packet
Motion by Skates to approve, second by Halverson. No discussion. Motion carried 5-0.

Discussion/Evaluation/Possible Recommendation regarding an Original "Class B" Reserve Intoxicating Liquor & Class "B" Fermented Malt Beverage License Application filed by Beachside Hospitality Inc d/b/a Barrique Bistro & Wine Bar, agent, Nancy Trilla, located at 835 Wrigley Drive, Lake Geneva, WI
Motion by Proksa to approve, second by Howell. Clerk Kropf noted that this is a Reserve license and that Motion failed 2-3, with Halverson, Howell, and Skates voting no.

Discussion/Recommendation regarding an Original Massage Establishment License Application filed by Balance for Life, LLC d/b/a Heartland Wellness Retreat & Spa, located at 314 S Wells St, Lake Geneva, WI
Motion by Proksa to approve, second by Skates. No discussion. Motion carried 5-0.

Discussion/Recommendation regarding a Tier II Event Permit Application filed by the Lake Geneva Jaycees for the event of Venetian Festival to be held August 19, 2020 through August 23, 2020 (permit to be valid from August 17, 2020 through August 24, 2020 for event setup and clean-up), located in Flat Iron Park, Library Park, and Seminary Park
Motion by Hedlund to approve, second by Skates. No discussion. Motion carried 5-0.

Discussion/Recommendation regarding a Temporary Class "B"/ "Class B" Retailer's License filed by The Lake Geneva Jaycees to be used August 18, 2020 through August 24, 2020, located in a fenced beer garden within the Flat Iron Park Parking Lot
Motion by Hedlund to approve, second by Skates. No discussion. Motion carried 5-0.

Discussion/Recommendation regarding a Fireworks Application filed by the Lake Geneva Jaycees to be used for the Annual Venetian Festival on August 23, 2020
Motion by Skates to approve, second by Hedlund. Clerk Kropf noted that this has been sent to the GLLEA for approval. Motion carried 5-0.

Discussion/Recommendation regarding awarding the bid for new parking kiosks to Total Parking Solutions
Parking Manager Mullally stated that she is recommending that the bid be awarded to Total Parking Solutions. This vendor was not the lowest bidder; however, the lowest bid was from the current vendor who has been deemed irresponsible for lack of responsiveness on multiple maintenance issues.
Motion by Halverson to approve, second by Hedlund. Motion carried 5-0.

Discussion/Recommendation to determine the quantity of new parking kiosks and kiosk style to be purchased
Parking Manager Mullally stated that she feels the City needs to purchase 63 kiosks in total and would like to purchase kiosks with coin and credit cards only. This would not include the three kiosks at the beach as they are not a part of the network for enforcement. Skates stated that there has been confusion at the beach with people having to go back to pay and wondered if more kiosks could be placed down at the beach. Mullally noted that they could easily put more of the old kiosks down at the beach.

Motion by Howell to approve the purchase of 63 kiosks with the coin and credit card only option, second by Halverson. Mullally stated that these new kiosks could also issue beach passes. Motion carried 5-0

Discussion/Recommendation to determine the placement/locations of parking kiosks
No action taken.

Discussion/Recommendation regarding possible parking rate increase to $3/hour
Motion by Halverson to table this item, no second offered. Motion failed for a lack of second.

Motion by Howell to raise the parking rate to $3 in the areas that are currently $2, second by Hedlund. The committee discussed possibly increasing the amount of time that the citizen parking passes allows. Hedlund added that he wasn't in favor of extending the amount of time for free parking for the citizens, however he is in favor of looking into year round parking enforcement. Mayor Hartz noted that downtown business owners should have a say in what the rates are and that these new kiosks are very interactive in that the City could have different rates for different times of the day/year. Skates stated that
Motion failed, 1-4, with Skates, Proksa, Hedlund, and Halverson voting no.

Kevin Fleming stated that maybe this would be a good topic of conversation for the Downtown Business Improvement District Board. This would be a special meeting of the BID.

Motion by Halverson to continue until the January 21, 2020 FLR meeting, second by Skates. Motion carried 5-0.

Discussion/Recommendation of **Resolution 20-R01** adopting a 2020 budget amendment authorizing the transfer of funds in the Lakefront Fund budget as it relates to the Geneva Lake Law Enforcement Agency
Finance Director Hall noted that this is a transfer of funds to the GLLEA.
Motion by Proksa to approve, second by Halverson. Motion carried 5-0.

Discussion/Recommendation regarding TAP (Transportation Alternatives Program) Grant
City Administrator Nord stated that this is grant coming from the Park Board and the City would need pay Vandewalle $5,000 to complete the grant. Flower stated that the Council should also approve a letter with a notice of how much money the City is willing to approve. This would allow for a bike/pedestrian path on South Street. Flower noted that this is a very short deadline and if it is missed there is a two year waiting period.

Motion by Skates to approve and if awarded the City would allow the use funds not to exceed $60,000, second by Howell. Motion carried 5-0.

Discussion/Recommendation regarding YMCA Agreement
Alderperson Flower stated that this a collaborative agreement between the City and the YMCA to explain what activities are available to City residents at a discount.

Motion by Skate to continue until the January 21, 2020 FLR meeting second by Hedlund. Motion carried 5-0.

Presentation of Accounts

Prepaid Bills in the amount of $ 71,301.87
Motion by Hedlund to approve, second by Proksa. No discussion. Motion carried 5-0.

Regular Bills in the amount of $ 258,361.26
Motion by Proksa to approve, second by Halverson. No discussion. Motion carried 5-0.

Adjournment
Motion by Proksa to adjourn the meeting, second by Hedlund. Motion carried 5-0. The meeting adjourned at 7:29 p.m.