FINANCE, LICENSING & REGULATION COMMITTEE MINUTES
TUESDAY, MAY 18, 2021 – 4:30 PM
CITY HALL, COUNCIL CHAMBERS

Committee Members: Chairperson Ken Howell, Alderpersons: Joan Yunker, Mary Jo Fesenmaier, John Halverson, and Rich Hedlund

The meeting was called to order by Chairperson Howell at 4:30 p.m.

Roll Call
Present: Howell, Halverson, Fesenmaier, Yunker, 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
George Chironis; 808 Main St; Spoke in favor of the liquor license for Harrys Café being renewed.

Spyro Condos; 1760 Hillcrest Dr; Spoke in opposition to free parking on Wrigley Dr for Riviera Rentals.

Approve the minutes of the May 4, 2021 Finance, Licensing, and Regulation Committee meeting as prepared and distributed
Motion by Hedlund to approve, second by Yunker. No discussion. Motion carried 5-0.

Licenses & Permits

Discussion/Recommendation regarding **Resolution 21-R35** a resolution authorizing and directing the proper city official(s) to issue the Liquor License renewals for the period of July 1, 2021, to June 30, 2022
Motion by Yunker to approve, second by Halverson. Hedlund inquired who the proper city officials to issue the licenses were. Clerk Kropf explained that it was herself and the Chief of Police. Motion carried 5-0.

Discussion/Recommendation regarding the renewal application of a “Class B” Intoxicating Liquor license and Class “B” Fermented Malt Beverage license filed by Mangiami Italiano LLC d/b/a Cuoco Pazzo Eatz & Drinkz, Agent, Eric Webber, located at 393 N Edwards Blvd, Lake Geneva
Motion by Yunker to approve, second by Halverson. Fesenmaier noted that the building is for sale and inquired if that if the building is sold, will the City be given that license back. Clerk Kropf explained that if the building sold, it doesn’t necessarily mean that the business will no longer be operating within the building. The business could still lease from a new owner and continue to operate. Motion carried 5-0.

Discussion/Recommendation regarding the renewal application of a “Class B” Intoxicating Liquor license and Class “B” Fermented Malt Beverage license filed by Harrys Café & Place Inc d/b/a Harry’s Café, Agent, James Chironis, located at 808 Main St, Lake Geneva
Motion by Yunker to approve, second by Fesenmaier. No discussion. Motion carried 5-0.

Discussion/Recommendation regarding an Original Class “B” Fermented Malt Beverage License Application filed by Decorum Lake Geneva LLC d/b/a Comfort Suites Lake Geneva East, Agent, Eric Schmitt, located at 300 E Main St, Lake Geneva
Motion by Hedlund to approve, second by Yunker. No discussion. Motion carried 5-0.

Discussion/Recommendation regarding an Original Class “B” Fermented Malt Beverage License Application filed by Tienda El Rancho Inc d/b/a Tienda El Rancho, Agent, Mercedes Jaramillo, located at 1151 Elkhorn Rd, Lake Geneva
Motion by Hedlund to approve, second by Fesenmaier. No discussion. Motion carried 5-0.

Discussion/Recommendation regarding Sidewalk Café Renewal Applications, for the license term July 1, 2021 through June 30, 2022, filed by: Barrique Bistro & Wine Bar, 835 Wrigley Dr, Harry's Café & Place, 808 Main St, Lake Aire Restaurant, 804 W Main St, Oakfire, 831 Wrigley Dr, Popeye's, 811 Wrigley Dr and Sopra, 724 W Main St
Motion by Yunker to approve, second by Halverson. No discussion. Motion carried 5-0.

Discussion/Recommendation regarding a Taxi Company License Renewal filed by Lakefront Shuttle located at 300 Wrigley Dr
Motion by Howell to approve, second by Hedlund. No discussion. Motion carried 5-0.

Discussion/Recommendation regarding a Tier I Event Permit application filed by Badger High School for the event of Badger High School Graduation Ceremony to be held June 6, 2021 (rain date June 7, 2021) from 12:30 p.m. to 3:30 p.m. located at Badger High School and Lake Geneva Middle School
Motion by Yunker to approve, second by Fesenmaier. No discussion. Motion carried 5-0.

Discussion/Recommendation regarding a Tier II Event Permit application filed by Mayor Charlene Klein for the event of New Year's Eve Gala to be held December 31, 2021 from 7:00 p.m. to Midnight located at the Riviera Ballroom
Motion by Yunker to approve, second by Halverson. No discussion. Motion carried 5-0.

Discussion/Recommendation regarding a Tier II Event Permit application filed by Mayor Charlene Klein for the event of "String of Pearls" Gala to be held August 28, 2021 from 6:00 p.m. to 11:00 p.m. located at the Riviera Ballroom
Motion by Yunker to approve, second by Hedlund. No discussion. Motion carried 5-0.

Discussion/Recommendation regarding a Tier I Event Permit application filed by Mayor Charlene Klein for the event of Riviera Open House to be held July 15, 2021 from 10:00 a.m. to 8:00 p.m. located at the Riviera Ballroom
Motion by Yunker to approve, second by Halverson. Mayor Klein noted that the City is donating parking to itself for the reservation of Lot B on Center Street. She plans on inviting dignitaries to attend. Reservation of the lot would allow them and orchestra performers to be able to park closer to the Riviera. Motion carried 5-0.

Discussion/Recommendation regarding Strand Engineering Contract for the South Street Trail Project
City Administrator Nord explained that there was a request for proposals posted for this project and that only Strand Engineering firm responded. The contract corresponds with the proposal submitted.
Motion by Hedlund to approve, second by Yunker.
Fesenamier explained that the contract is not in the packet and that she would like to review it prior to voting on it. She asked that it be referred to Council without recommendation and that the contract should be in the Council packet for review.

Motion to amend by Hedlund to refer to Council without recommendation, second by Fesenmaier. Motion carried 5-0.

Discussion/Recommendation regarding eliminating Lagoon Slip #32 and converting Lagoon Slips #18 and #31 to Personal Water Craft only slips
Motion by Yunker to approve, second by Hedlund. City Administrator Nord explained that these slips in lagoon cannot be rented; there are too small and confined for boats to use. The Harbormaster suggested that slip #32 be eliminated and that slips #18 and #31 be combined to serve as personal watercraft slips only. Motion carried 5-0.

Discussion/Recommendation regarding establishing a resident fee for the Personal Water Craft slips at $1,200 per year
Motion by Hedlund to approve, second by Yunker.
Hedlund explained that this was approved at the last Piers, Harbors, and Lakefront Committee. This would be the first year to have this and that it would be made available to residents by a lottery system. Fesenmaier stated that she would like to have the lease agreement for review at the next Council meeting, when this is considered. Motion carried 5-0.

Discussion/Recommendation regarding disposal of Parking Stall marker signs
Parking Manager Elder explained that the stall markers have been removed and that there have been inquiries from individuals to purchased them. He added that if the committee doesn't want to sell them individually, then they could be sold in one or two lots on the Wisconsin Surplus Auction.
Motion by Halverson to approve selling the individual stall marker signs at $20 apiece, second by Hedlund. Motion carried 5-0.

Discussion/Recommendation regarding rental of Lower Center Street parking lot in combination with Riviera Ballroom Rental

Mayor Klein explained that she had proposed that individuals booking the Riviera could have the option to book the Center Street parking lot at a premium. This could potentially eliminate the need for people to reserve parking stalls on Wrigley Drive. Parking Manager Elder stated that the lot could be reserved at a cost of $510, if the current parking rates are used. Elder added that the whole lot would have to be blocked off and that anyone parking there would have to be given a pass to display. This would also be enforced by the Parking Enforcement department. Howell added that this reservation along with the extra enforcements steps should have a higher rental price.

Motion by Howell to approve the rental of the lower Center Street parking lot in combination with Riviera Ballroom rental at a rate of $650, second by Halverson.

Fesenmaier stated that City Attorney Draper should review the ordinances to see if an amendment needs to be made to allow it. Motion carried 5-0.

Discussion/Recommendation regarding disallowance of private parking stall reservations on Wrigley Dr (from Main St to Broad St)

Hedlund and Fesenmaier inquired if this was allowable. Elder noted that the reservation of parking stalls is allowable under the City's event permit policy and that there are current practices that allow individuals to pay to reserve stalls for various reasons. Mayor Klein would like to see this process disallowed to give ample parking for those wishing to visit businesses on Wrigley Drive.

Motion by Howell to continue, second by Hedlund. Motion carried 5-0.

Discussion/Recommendation regarding establishing Riviera Ballroom corporate and not-for-profit rental rates

Riviera Events Coordinator, Stephanie Copsey, addressed the committee regarding the proposed rate changes. She added that she is focusing on making the Riviera more marketable for corporate events and would make the Riviera rates more comparable with surrounding area venues. She also added that she would be changing the months that would constitute the off peak season to December 1 through April 30.

Motion by Howell to accept the proposed changes to the Riviera Rental rates as presented, second by Hedlund. Motion carried 5-0.

Discussion/Recommendation authorizing the Mayor to sign contracts for orchestra entertainment in conjunction with Riviera Ballroom events

Mayor Klein explained that this would allow her to sign the contracts for the Riviera Ballroom grand opening and gala entertainment. Finance Director Hall noted that the Tourism Commission is paying for this through the grant process. Motion by Yunker to approve, second by Halverson. Motion carried 5-0.

Discussion/Recommendation regarding City of Lake Geneva Impact Fees

City Attorney Draper explained that the collection and use of impact fees is set by state statute. Before the City could collect any kind of impact fee, there would need to be facilities identified as impacted by development, and there would need to be a study conducted for each intended use. The last time the City had a study conducted is cost approximately $10,000, back in 2014. The City current collects water and sewer impact fees. For each need identified by the City, there would need to be an individual study completed along with public hearing prior to implementation.

Motion by Hedlund to direct Ehler's to conduct an impact fee study, second by Fesenmaier. Hedlund noted that the last study was done in 2014 and that they should probably be updated. Attorney Draper indicated that each impact fee need explored would have to be its own study. Howell would like to see what surrounding communities charge for their impact fees. Attorney Draper explained that could be obtained and distributed to the committee for review. The fees for the studies would be based on the type of facilities to be explored. Attorney Draper explained that these could be explored with Ehler's for further consideration. Hedlund would like the Leadership Team to explore the potential the needs for an impact study. Hedlund withdrew his motion.

Motion by Hedlund to direct the City Administrator to meet with the City Leadership Team to explore the need for an impact fee study, second by Fesenmaier. Motion carried 5-0.

Discussion/Recommendation regarding the City of Lake Geneva Donation Policy
Fesenmaier stated that the current policy is very specific to just Park donations and should the policy be amended to include other things. City Administrator Nord stated that he would like to see an all-encompassing policy to be used City-wide.
Motion by Fesenmaier to direct the City Administrator to draft a donation policy that is all encompassing and applicable to more than just park donations, second by Halverson. Motion carried 5-0.

Discussion/Recommendation regarding the possible creation of a policy addressing the waiver of parking fees as it relates to the Special Event Permit Application process
Fesenmaier stated that currently there is not a policy that addresses the waiver of parking fees as it relates to the special event permit process. The waivers are reviewed on a case by case basis. Howell stated that he would like to see that continue. Fesenmaier would like that the waivers are compiled into one place for consideration as the cases arise. Parking Manager Elder noted that a policy could be helpful, but developing one policy could offer complications as well. No action taken.

Discussion/Recommendation regarding possible creation of a permanent Communications Committee
Fesenmaier addressed the committee regarding the potential for the Ad Hoc Communications Committee to become a permanent committee. At one point in time there was a City Communications Committee that was developed to address the cable television franchise. She noted that the Ad Hoc Committee has been in place for a year and would like to have this referred to the Council.
Motion by Fesenmaier to make the Ad Hoc Communication Committee permanent and to draft an ordinance as such, second by Halverson.
Halverson stated that the committee should be permanent and would be vital to the public. Clerk Kropf asked questions regarding the committee's composition, terms, and duties. Fesenmaier stated that the new committee would closely follow what was developed in 2008 with some changes, as recommended by the Ad Hoc Communications committee.
Motion failed with Howell, Yunker, and Hedlund voting no.

Discussion regarding April Treasurer's Report and Budget versus Actual
Finance Director Hall reviewed the April Treasurer's Report and the Budget versus Actual report. No action taken.

Presentation of Accounts

Prepaid Bills in the amount of $1,147,452.92
Motion by Hedlund to approve, second by Yunker. No discussion. Motion carried 5-0.

Regular Bills in the amount of $ 131,407.64
Motion by Hedlund to approve, second by Halverson. No discussion. Motion carried 5-0.

Adjournment
Motion by Hedlund to adjourn, second by Halverson. Motion carried 5-0. The meeting adjourned at 5:56 p.m.