

CITY OF LAKE GENEVA FINANCE, LICENSING, AND REGULATION
COMMITTEE MINUTES
TUESDAY, OCTOBER 4, 2022 - 4:30 PM
LAKE GENEVA CITY HALL; COUNCIL CHAMBERS (MAIN LEVEL)

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

Call to Order by Chairperson Howell

Chairperson Howell called the meeting to order at 4:30 p.m.

Roll Call

Present: Howell, Halverson, Fesenmaier, Yunker, and Hedlund

Absent: None

Comments from the public limited to 5 minutes, limited to items on this agenda

Roger Wolff; 771 W Main St; Spoke in opposition to the increase in the parking rates for 2023. He asked that the increase be postponed until the fall of 2023, to see how the downtown businesses fare with the increased inflation.

Stephen Schroeder; 111 Center St; Spoke in opposition to the increase in the parking rates for 2023.

Karin Bennett; 384 Stone Ridge Dr; Spoke in opposition to the increase in the parking rates for 2023.

Stephanie Klett; 527 Center St; Gave information to the committee regarding parking, from a tourism aspect. Spoke in opposition to the increase in the parking rates for 2023.

Spyro Condos; 1760 Hillcrest Dr; Spoke in opposition to the increase in the parking rates for 2023.

Sean Payne 744 West Main St; Spoke in opposition to the increase in the parking rates for 2023.

Joann Patzhold; 146 Broad St; Spoke in opposition to the increase in the parking rates for 2023.

Jeff Shoo; 255 Broad St; Spoke in opposition to the increase in the parking rates for 2023.

Sarah McConnell; 21 Lake View Dr; Spoke in opposition to the increase in the parking rates for 2023.

David McConnell; 21 Lake View Dr; Spoke in opposition to the increase in the parking rates for 2023.

Diane Cohen; 831 West Main St; Spoke in opposition to the increase in the parking rates for 2023.

Approval of the September 20, 2022 minutes of the Finance, Licensing, and Regulation Committee as prepared and distributed

Motion by Hedlund to approve, second by Halverson. No discussion. Motion carried 5-0.

Licenses & Permits

NONE

Motion by Halverson to move up the parking rate agenda item, second by Fesenmaier. Motion carried 3-2, with Hedlund and Yunker voting no.

Discussion/Recommendation regarding possible increase of 2023 Parking Rates

Parking Manager Elder stated that if there was an increase of the parking rate by \$1.00 (changing the hourly rate to \$3.00) the annual revenue would increase by \$990,000. Finance Director Pisarcik stated that Wisconsin is different in that our revenue streams are limited; the City cannot collect sales tax or the whole amount of room tax that is charged. Elder stated that the City could see an annual increase of \$2.9 million if the parking rate was increased to \$5.00 per hour. Halverson stated that he is opposed to any kind of increase, but added that there hasn't been an increase in over a year. Hedlund stated that he would like to see a Premier Resort Area Tax implemented, but that there has been pushback from the legislators. Hedlund stated that the tourists also drive up the costs associated with the functions of the City; the City has a large Public Works Department, a large Police Department, and Fire Department, with services used by tourists and residents. He added that it isn't always plausible to ask the City tax payers to keep funding the tourist guests.

Pisarcik added that the two largest revenue streams for the City, that can be increased, are the parking rates and beach admission rates.

Motion by Howell to continue to the next regular meeting, second by Halverson. Motion carried 5-0.

Discussion/Recommendation regarding the City of Lake Geneva Impact Fee Feasibility Report prepared by Ruckert-Mielke

Ed Maxwell from Ruckert- Mielke addressed the committee regarding the City's impact fee feasibility analysis. He stated that there have been legislative changes to impact fees since the City had conducted its studies back in 2004. He noted that impact fees cannot cover operating costs, new vehicles, existing deficiencies, and infrastructure that is not included in the statutes. The study needs to include the service area, forecast of new growth, existing facilities inventory, service standards, future projects and housing affordability.

Municipalities would be required to give developers a written notice of the impact fees; they could be given a copy of the impact fee study. He explained that the City would have to generate annual reports of spending, keep those funds separate, and would need to refund the money that is not spent. The money would need to be refunded to the original payer, not necessarily the current property owner. He also stated that the impact fee study needs to be reviewed every five years, to accurately reflect the need/growth in the City. Maxwell further added that there needs to be an appeals process built into the City's ordinance.

He recommended that there be a full impact fee study completed for the Library, Fire Department, Police Department, and the Public Works Department.

He reviewed the different departments and the things that could be partially remedied by impact fees. The overall statement for all of those departments, was that the City has outgrown the existing spaces that they operate out of. Maxwell stated that he would need approval from the committee to conduct the study and the total cost to complete the study would be \$32,000. The Council have already approved the contract and that approval of the next steps is needed to continue.

Motion by Hedlund to approve the continuation of the study, second by Howell. Motion carried 5-0.

Discussion/Recommendation regarding possible Riviera Ballroom Rental Rate increase for 2024

Heather Jones from the Riviera Ballroom addressed the committee regarding the current room rental fees. She reviewed some comparable venues and made some recommendations. She has concluded that most venues do not have special considerations for Saturdays during peak rate times and stated that the resident rate for Saturdays should be removed. She then reviewed the other proposed price changes included in the packet that would not go into effect until 2024. The rates for residents for a Friday would be \$3,500 and for a Saturday it would be \$7,750. For nonresidents, the Friday rate would be \$6,000 and the Saturday rate would be \$7,750; these rates would only be for the peak season bookings.

Motion by Yunker to approve the increase of the rate for the non-residents as discussed and that the resident peak season rates be changed to Saturdays at \$4,000 and Friday at \$3,500, second by Howell. Motion carried 5-0.

Discussion / Recommendation regarding **Ordinance 22-09** an ordinance amending subsection (1), Single-Stop Intersections, subsection (3), Two-way Stops, of Section 204, Stop Intersections, of Article VI, Traffic Code, of Chapter 74, Traffic and Vehicles of the City of Lake Geneva Municipal Code; relating to the addition of a stop signs located within the Symphony Bay Subdivision

(9-12-22 Council Mtg.- Police Chief Rasmussen memo attached. Council motioned by Howell to refer to the Public Works Committee, second by Halverson. Motion carried 8-0.)

Motion by Hedlund to approve, second by Halverson. No discussion. Motion carried 5-0.

Discussion/Recommendation regarding approving the proposal for City IT Services for DeKind Computer Consultants

Finance Director Pisarcik addressed the committee regarding the City's need for IT and IT services. The City did put this out for proposal and DeKind came back as the lowest proposal.

Motion by Hedlund to approve, second by Halverson. Motion carried 5-0.

Discussion/Recommendation regarding the City of Lake Geneva Fire Union Contract

Motion by Hedlund to approve, second by Yunker. Hedlund stated that this new contract will address the issues relating to wages and vacation time. This is a two year contract, that would fall in line with the Police Department. Motion carried 5-0.

Discussion/Recommendation regarding possible purchase of lots with Tax Keys: ZA400001, ZA400002, ZA400003, and ZA400004 for Oakhill Cemetery

Howell stated that the Cemetery Board Chair couldn't be in attendance to the meeting and asked that this be continued.

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

Discussion/Recommendation regarding wages for Alderman effective May 1, 2023

Motion by Howell to approve, second by Fesenmaier. Motion carried 5-0.

Presentation of Accounts

Pre-paid Checks: \$24,407.42

Motion by Yunker to approve, second by Hedlund. No discussion. Motion carried 5-0.

Regular Checks: \$186,007.23

Motion by Yunker to approve, second by Hedlund. No discussion. Motion carried 5-0.

Adjournment

Motion by Hedlund to adjourn, second by Yunker. Motion carried 5-0. The meeting adjourned at 5:50 p.m.