FINANCE, LICENSING & REGULATION COMMITTEE
TUESDAY, JULY 20, 2021 – 4:30 PM
CITY HALL, COUNCIL CHAMBERS

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

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

Roll Call
Present: Howell, Yunker, Halverson, and Hedlund
Absent: Fesenmaier

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
Jim Strauss; N1517 Meadow Ridge Circle; Spoke in opposition to the potential use of impact fee funds to move the public boat launch and asked that it be removed from the list of potential uses of impact fees.

Dick Malmin; N1991 Lake Shore Dr; Spoke in opposition to the potential use of impact fee funds to move the public boat launch and asked that it be removed from the list of potential uses of impact fees.

Approve the minutes of the July 6, 2021 Finance, Licensing, and Regulation Committee meeting as prepared and distributed
Motion by Halverson to approve, second by Hedlund. No discussion. Motion carried 4-0.

Licenses & Permits

Discussion/Recommendation regarding a Temporary Class "B"/ "Class B" Retailer's License filed by the Lake Geneva Rotary Club for use at the Riviera "String of Pearls" Gala to be held August 28, 2021 at the Riviera, 812 Wrigley Drive
Motion by Yunker to approve, second by Halverson. No discussion. Motion carried 4-0.

Discussion/Recommendation regarding a Temporary Class "B"/ "Class B" Retailer's License filed by the Lake Geneva Rotary Club for use at the 2021 Oktoberfest, October 9, 2021 and October 10, 2021 located in Flat Iron Park
Motion by Yunker to approve, second by Halverson. No discussion. Motion carried 4-0.

Discussion/Recommendation regarding a Temporary Class "B"/ "Class B" Retailer's License filed by the Star Rising Foundation for use at the Lake Geneva LIVE to be held August 1, 2021 located in Flat Iron Park
Motion by Hedlund to approve, second by Halverson. City Clerk Kropf explained that this is the BID's live concert series to take place on Sundays. Motion carried 4-0.

Discussion/Recommendation regarding a Temporary Class "B"/ "Class B" Retailer's License filed by the Star Rising Foundation for use at the Lake Geneva LIVE to be held August 8, 2021 located in Flat Iron Park
Motion by Hedlund to approve, second by Halverson. No discussion. Motion carried 4-0.

Discussion/Recommendation regarding a Temporary Class "B"/ "Class B" Retailer's License filed by the American Legion post #24 for use at the 14th Annual Car Show to be held July 31, 2021 located at 715 S Wells St
Motion by Yunker to approve, second by Hedlund. No discussion. Motion carried 4-0.

Discussion/Recommendation regarding a Renewal Massage Establishment License application filed by O'Mann Therapeutic Massage LLC for the 2021-2022 term, located at 901 Maxwell St
Motion by Hedlund to approve, second by Yunker. No discussion. Motion carried 4-0.

Discussion/Recommendation regarding potentially allowing outdoor dining on south side of building located at 150 Center Street
City Administrator Nord explained that the owners of Flat Iron Tap are seeking to use the existing concrete slab for outdoor seating. This would follow the same requirements as the sidewalk café, and the deck could be built at a later day. Hedlund noted that is large step and that bollards should be installed to avoid an accident.

Motion by Hedlund to approve and that a barrier be put up to avoid a fall from the concrete slab, second by Yunker.

Discussion/Recommendation regarding an Alcohol Premises Extension filed by D & D Restaurant Group d/b/a Flat Iron Tap located at 150 Center Street
Motion by Hedlund to approve and that a barrier be put up to avoid a fall from the concrete slab, second by Yunker. No discussion. Motion carried 4-0.

Discussion/Recommendation regarding **Resolution 21-R53** a resolution amending the City of Lake Geneva Fee Schedule as it pertains to Fire Department Fees
Motion by Yunker to approve, second by Hedlund. Fire Chief Peters addressed the committee regarding the fee changes due to package billing. Motion carried 4-0.

Discussion/Recommendation regarding authorization of funding for the proposed Zoning Ordinance Amendments to conform with Act 67; funds to be allocated from 11-69-30-52180 Zoning Codes
Motion by Hedlund to approve with funds to paid from contingency, second by Halverson. City Planner Jackie Miche addressed the committee regarding the request. She noted that this would be the cost to conform the Zoning Code to State Law. Finance Director Hall noted that the current budget is short about $3,000 and that the funding source needs to be identified. Hedlund made a friendly amendment that the difference come from the contingency fund. Motion carried 4-0.

Discussion/Recommendation regarding proposed policy for remote attendance and recording of City meetings
Motion by Halverson to approve, second by Howell. Howell explained that the preference is that the officials are present, but that this would allow them to participate remotely if need be. Hedlund expressed concerns with this being potentially abused moving forward. Halverson stated that the way meetings have been conducted for the last year and half has been working and that it should be continued. Motion carried 4-0.

Discussion/Recommendation regarding possible church pass parking permit for Sunday morning for certain area of downtown parking district
Parking Manager Elder addressed the committee regarding the potential parking placard for Sunday morning church services. He added that he has met with three of the four churches in this area. He noted that the churches would be given numbered placards and that they would give this a 90-day trial to determine feasibility. Elder noted that the department would issue approximately twenty passes per church. Hedlund worries about abuse from individuals using the placards.

Motion by Halverson to approve, second by Howell. Elder noted that they could get the program operation starting August 1, 2021 and that it could expire on October 31, 2021. The times would also be specific to the church services. Motion carried 4-0.

Discussion/Recommendation regarding an Impact Fee Study
City Administrator Nord stated that the City Leadership Team had turned in various ideas for the use of impact fees. He added that the City needs to identify which facilities have been impacted by development. He explained that a single study could be conducted to identify multiple facilities and that it could cost approximately $15,000. Finance Director Hall explained that there are parameters for the use the impact fee funds set forth by state statute. Hedlund noted that the all-encompassing list is helpful, however would like to see these items prioritized based on need/importance.

Motion by Howell to direct the City Attorney to review the requests for feasibility and to send to the City Leadership team for prioritization, second by Hedlund. Motion carried 4-0.

Discussion regarding June Treasurer's Report and Budget versus Actual
Finance Director Hall stated that there was a cash decrease due to the payments to MSI for the Riviera Restoration project. She added that the City received the first installment of the American Rescue Act funds and that they have been deposited in the City's investment pool account. The room tax revenue for June 2021 was $340,522, which has substantially

increased form 2020. A highlight was noted in that the building department revenue is at 63% of the 2021 budget and that the parking department has brought approximately $640,000 in kiosk use thus far. She added that the fund balance analysis from 2020 to 2021 showed an increase of $1,075,659; this was due to increased parking and beach rates along with staff's careful use of budgeted funds. No action taken.

Presentation of Accounts

Prepaid Bills in the amount of $554,587.82
Motion by Hedlund to approve, second by Halverson. No discussion. Motion carried 4-0.

Regular Bills in the amount of $155,698.33
Motion by Halverson to approve, second by Yunker. No discussion. Motion carried 4-0.

Adjournment
Motion by Hedlund to adjourn, second by Halverson. Motion carried 4-0. The meeting adjourned at 5:29 p.m.