

CITY OF LAKE GENEVA PARKING AD HOC COMMITTEE MINUTES
WEDNESDAY, MARCH 8, 2023 - 4:00 PM
LAKE GENEVA CITY HALL; CONF RM 2A (UPPER LEVEL)

Members: Mayor Charlene Klein, Parking Manager Seth Elder, Trence Paisano, Sherri Ames, Paul Hummel, Fred Gahl, and Downtown Business Improvement Executive Director Alex Binanti

Call to Order

Mayor Charlene Klein called the meeting to order at 4:00 p.m.

Roll Call/ Introduction of Members

Present: Mayor Charlene Klein, Parking Manager Seth Elder, Terence Paisano, Sherri Ames, Paul Hummel, Fred Gahl, and Downtown Business Improvement Executive Director Alex Binanti

Parking Overview

Parking revenue generates approximately \$3.3 million annually.

There are 1172 (approximated 1200) parking stalls within the paid parking zone.

Parking is enforced 10 hours per day, from 9am to 7pm.

Parking is enforced 287 days per year, 7 days a week, with no exceptions for holidays from February 1 to November 14.

Parking rates are \$2 per hour Mon- Thurs and \$4 per hour Fri, Sat, Sun.

Parking stalls are occupied at 28% on average annually.

Holidays, weekends, and city-wide events are 65% of occupancy and revenue.

Each parking stall generates an average of \$2,800 annually.

Ticket fine revenue is 10% of parking revenue.

Parking occupancy and revenue closely resemble a bell curve.

Goals of the Parking Ad Hoc Committee: To find long-term, sustainable parking options for the future including:

The committee discussed the general needs of the community and tourists in relation to parking and how to create equity between the two groups. No action taken.

Remote parking with shuttle

The committee discussed existing parking shuttle options and costs related to hiring during events. Discussion included what a city-funded shuttle would cost and whether it could be privatized for use. Discussion also included charging for shuttle rides per person and where remote lots would be located. No action taken.

Parking Structure

The committee discussed potential locations for a multi-level parking structure; including a previous plan for the lot on Geneva Street, alternate City-owned property, and considerations for underground parking structures to maintain City aesthetics. Discussion included involving potential private investor(s) to cover costs of construction. No action taken.

Acquisition of additional real-estate for parking lots

Parking Manager is in discussion with Cove property management to allow use of the lot off Wells Street as a shared revenue lot with potential for 100 additional parking stalls. Discussion included information relating to existing shared lots within the City. No action taken.

Employee Parking Solutions

The committee discussed options for remote parking for employee access. No action taken.

Other ideas or suggestions

Review of Special Parking Discussion Group's Ideas

Parking Manager distributed ideas and notes from the Special Parking Discussion Group (held Oct 2022 through January 2023) which was presented to the Common Council on January 19, 2023. No action taken.

Review of Parking Study

Parking Manager made available to all members of the Committee the Parking Study produced for the City in 2013.

Next Meeting Date & Time

Committee scheduled next meeting for Wednesday, March 15 at 4:15pm

Adjournment

Motion by Elder to adjourn; second by Klein. Motion carried. Meeting adjourned at 5:02pm.