



City of Lake Geneva, 626 Geneva St, Lake Geneva, WI 53147- 262.248.3673- www.cityoflakegeneva.gov

CITY OF LAKE GENEVA PARKING AD HOC COMMITTEE

THURSDAY, APRIL 6, 2023 - 4:15 PM

LAKE GENEVA CITY HALL; CONF RM 2A (UPPER LEVEL)

Members:

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

AGENDA

1. Call to Order
2. Roll Call
3. Approval of the March 29, 2023 Parking Ad Hoc Committee minutes as prepared and distributed
4. Review of Downtown BID Survey Results
5. Discussion/ Recommendation regarding Remote Employee Parking and Shuttle Program
6. Discussion regarding Advance Parking Reservations
7. Future Agenda Items
8. Next Meeting Date & Time
9. **Adjournment**

*This is a meeting of the Parking Ad Hoc Committee.
No official City Council action will be taken; however, a quorum of the Council may be present.*

CITY OF LAKE GENEVA PARKING AD HOC COMMITTEE MINUTES
WEDNESDAY, MARCH 29, 2023 - 4:15 PM
LAKE GENEVA CITY HALL; CONF RM 2A (UPPER LEVEL)

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

Call to Order

Parking Manager Seth Elder called the meeting to order at 4:15 p.m.

Roll Call

Present: Mayor Charlene Klein, Parking Manager Seth Elder, Sherri Ames, Alex Binanti, Fred Gahl, and Terence Pisano.

Absent: Paul Hummel.

Approval of the March 15, 2023 Parking Ad Hoc Committee minutes as prepared and distributed

Motion by Binanti to approve, second by Ames. No discussion. Motion carried 6-0.

Discussion regarding Remote Employee Parking with Shuttle

Review of Survey Data

Binanti explained that a survey relative to employee parking options was distributed to 217 owner and/or manager contacts of downtown businesses. Binanti proceeded to detail the questions, included in the survey, along with responses. Binanti stated she plans to re-send the survey this week, and per committee request, include a due date of the end of next week. The committee discussed the pros and cons related to an employee shuttle; including cost, hours of operation, peaks in necessity, and shuttle program management. Mayor Klein reiterated that the City of Lake Geneva would not be funding a shuttle, funds would be provided by the Business Improvement District (BID). Discussion then focused on the 2013 Parking Study and findings relative to employee parking. The Committee agreed more responses from local businesses is necessary in order to make a recommendation relative to the employee parking issue.

Discussion regarding Advance Parking Reservations

Elder explained that underutilized Lot I would be a logical choice to allow advanced purchase parking due to its lack of current use. Elder stated all reservations, for the 34 spaces, would be reserved through the ParkMobile application (App). Discussion then focused on implementation strategy and the possibility of adding advanced parking options to current free parking lots in the future. The committee agreed a trial of Lot I advanced pay parking from June through August should provide sufficient data to assess other advanced paid parking options for the future. Discussion then focused on the price for reserved parking, with the committee agreeing the daily rate should match the rate of 10 hours of paid parking for metered stalls.

Mayor Klein offered a motion to recommend to the Finance, License & Regulation Committee, to designate Lot I as a reserved daily parking lot during June, July and August, with the cost adhering to 10 hours of parking at the current hourly rate, second by Pisano. No discussion. Motion carried 6-0.

Review of the 2013 Parking Study

No discussion and/or action was taken.

Next Meeting Date & Time

The committee scheduled the next meeting for Wednesday, April 5, 2023 at 4:15 p.m.

Adjournment

Motion by Gahl to adjourn, second by Mayor Klein. No discussion. Motion carried 6-0. The meeting adjourned at 5:15 p.m.