



City of Lake Geneva, 626 Geneva St, Lake Geneva, WI 53147- 262.248.3673- [www.cityoflakegeneva.gov](http://www.cityoflakegeneva.gov)

**CITY OF LAKE GENEVA PARKING AD HOC COMMITTEE**  
**WEDNESDAY, JULY 26, 2023 - 4:00 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

**AGENDA**

1. Call to Order
2. Roll Call
3. Approval of the July 12, 2023 Parking Ad Hoc Committee minutes as prepared and distributed
4. Discussion regarding employee parking
5. Discussion regarding Lot I Flyers
6. Discussion/Recommendation to the Common Council regarding the expiration of the Committee
7. Next Meeting Date & Time
8. **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, JULY 12, 2023 - 4:00 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

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

Roll Call

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

Approval of the June 14, 2023 Parking Ad Hoc Committee minutes as prepared and distributed

Motion by Ames to approve, second by Pisano. No discussion. Motion carried 5-0.

Discussion/Recommendation regarding Parking Lot I Reserved parking

Elder stated Lot I all day parking reservations are now available through ParkMobile . Elder explained the process of reserving a parking space for a future date. Elder advised that a link will be added to the city website that will allow an additional option for consumers to reserve parking. The Mayor noted that she has shared reserved parking information with the local radio station along with Business Improvement District (BID) Executive Director Alex Binanti, in an effort to increase awareness of the all-day reservation option.

Fred Gahl arrived at 4:07 p.m.

Discussion then focused on delays in all-day reserved parking implementation due to ParkMobile set up.

Discussion/Recommendation regarding 4<sup>th</sup> of July Weekend/Week Data

Elder provided a summation of the data included on page two of the packet, stating 2023 data showed a 1.5% increase in parking revenue as compared to 2022.

Discussion then focused on the future of the Parking Ad Hoc Committee. Gahl volunteered to compile an outline of topics discussed, and initiatives that have been implemented or discarded throughout the meeting process, in order to present a comprehensive report to the City Council.

Next Meeting Date & Time

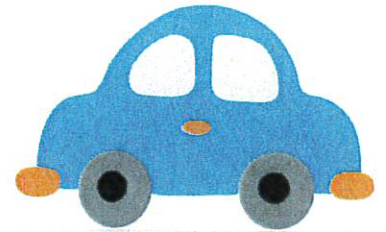
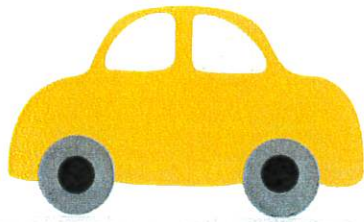
The committee scheduled the next meeting for Wednesday, July 26, 2023 at 4:00 p.m.

Future Agenda Items

This topic was discussed during Item #5, Discussion/Recommendation regarding 4th of July Weekend/Week Data.

**Adjournment**

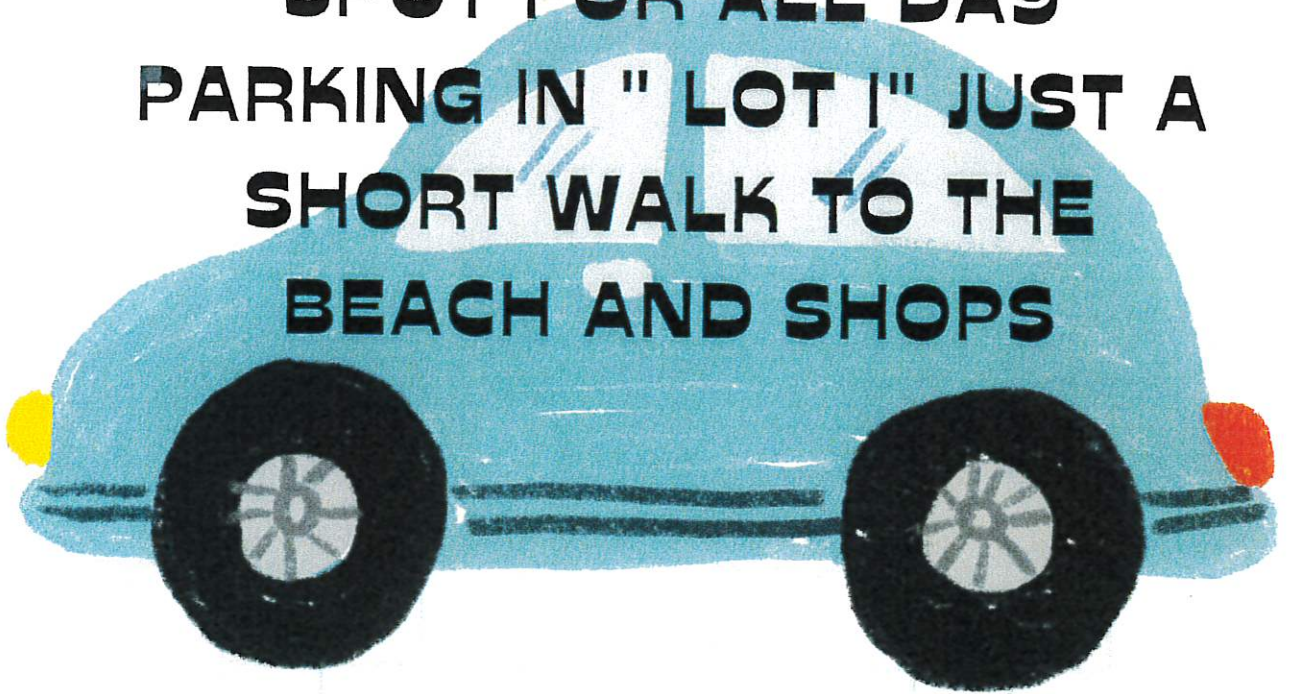
Motion by Ames to adjourn, second by Mayor Klein. No discussion. Motion carried 5-0. The meeting adjourned at 5:00 p.m.



***PARKING IN LAKE GENEVA  
JUST GOT EASIER!***



**PRE-RESERVE A PARKING  
SPOT FOR ALL DAY  
PARKING IN "LOT 1" JUST A  
SHORT WALK TO THE  
BEACH AND SHOPS**



**RESERVE THROUGH THE  
PARKMOBILE APP AND ENJOY  
YOUR DAY!**

