



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

CITY OF LAKE GENEVA HILLMOOR AD HOC COMMITTEE

THURSDAY, AUGUST 17, 2023 - 4:00 PM

LAKE GENEVA CITY HALL; POLICE TRAINING ROOM (UPPER LEVEL)

Members:

Mayor Charlene Klein, Deborah Beagle, David Quickel, Skip Atwell, Henry Sibbing, Adam St. Marie, Cherie Borowicz, Michael Krajovic, Fred Gahl, Celine Lillie, Karen Yancey, Paula Porbucan, Laurie Weed, and Norine Smyth

AGENDA

1. Call to Order
2. Roll Call
3. Approval of the August 3, 2023 Hillmoor Ad Hoc Committee minutes as prepared and distributed
4. Presentation by Kemper Sports- Josh Lesnick
5. Update from Geneva Lake Conservancy- Karen Yancey
6. Presentation by Lake Geneva YMCA- Mike Kramp
7. Next Meeting Date & Time
8. **Adjournment**

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

HILLMOOR AD HOC COMMITTEE MINUTES
Thursday, August 3, 2023
POLICE TRAINING ROOM, UPSTAIRS CITY HALL

Meeting was called to order by Mayor Klein at 4:03 p.m.

Roll Call

Present: Mayor Klein, Hank Sibbing, Cheri Borowiec, Michael Krajovic, Fred Gahl, Celine Lillie, Paula Porubcan, Sheila Campbell (for Deborah Beagle), David Quickel, Skip Atwell, Laurie Weed, Peggy Schneider (Park Board), Betty Volquardsen (Friends of Hillmoor)

Absent: Celine Lillie (excused), Adam St. Marie (excused), Karen Yancy (excused)

Removed per City Council: Frank Guske, Ron Geiman, David Curry

Approval of Hillmoor Ad Hoc Committee minutes from July 20, 2023

Motion by Sibbing, second by Borowiec, to approve the minutes from July 20, 2023.

Unanimously carried.

Public Access – Police Chief Gritzner

Chief Gritzner explained that City Hall staff met and discussed concerns regarding Hillmoor. While the police department has no official opinion regarding uses on the Hillmoor property, he is concerned about safety: homeless encampments; lack of line of sight down cart paths from thick brush; getting equipment through; broken glass on old parking lot and storage area; swimming in the ponds. Committee comments included: the City has recreational immunity; volunteers from Friends of Hillmoor can use ecological maintenance practices rather than clear-cutting by Public Works Department. Further comments from Gritzner: police department can lead a field trip out, after Labor Day, to view and access specific areas needing attention and that having more people on the property would provide added safety (eyes on the property).

City Council Update – Mayor Klein

Mayor Klein reported that the City Council is excited about the future of Hillmoor with all the ideas proposed. They authorized the renewal of the Ad Hoc Committee for 6 more months expiring **February 13, 2024**.

Friends of Hillmoor Update – Betty Volquardsen

Volquardsen gave a recap of activities Friends of Hillmoor is sponsoring:

- Disc Go event on July 25 was attended by 30 children and assorted adults. There were free golf lessons, pizza, and prizes. The regular league then followed at 5:30 p.m.
- Public Update on August 17 at the Badger High School Commons (Wells Street entrance) from 7:00 to 9:00 p.m. with all welcome to attend. The Friends group will recap information and project ideas presented to the Ad Hoc Committee.
- The Archeology Grant letter of intent has been submitted by the City with the final application due in mid-December and awarded by February.
- Dale Olsen, a professor from Arizona, who presented at Kishwaukee and specializes in non-profit fundraising, is assisting the Friends with communications and outreach tips.

- A future project being discussed is plaster goats purchased and decorated for display downtown and later auctioned off to fund rehab and maintenance of the natural areas on Hillmoor.
- Volquardsen shared with Mayor Klein information regarding splash pads, unique to this area, as an alternative to a swimming pool.

Review of Projects per July 6th Minutes

Much discussion centered around whether the City Council approved the Committee's recommended Vision, Mission, and Objectives. A formal approval on record can be used as a communications vehicle and would be used to propose and endorse projects based on the language in those items. Motion by Volquardsen, second by Sibbing, to submit the Vision, Mission, and Objectives to the City Council for approval. Unanimously carried.

Information Gathering Team and Project Feasibility Form

Teams will be formed and present research information on the projects within the next 6 weeks in order to be included in the 2024 budget requests. Krajovic will work on a shorter version of the project evaluation form to be used, with a focus on preliminary questions, compatibility, and infrastructure costs. The mayor reminded members that they should get at least 3 cost estimates, if needed. The Committee would recommend a Master Plan to the City Council that may take years to successfully and responsibly implement.

Future Public Input Sessions

Not at this time. The Committee will use information gathered at past community sessions.

Future meeting agenda items and next meeting date –

- August 17 – Presentation of YMCA Survey results; update from Geneva Lake Conservancy; Kemper Sports presentation
- August 31 – Information from James Killian, Kishwaukee Nature Preserve; presentation by David VanZelst, landscape design

Thursday, August 17 at 4:00 PM

Motion by Borowiec, second by Campbell, to adjourn at 6:03 p.m. Carried.

Respectfully submitted,
Alderman Fesenmaier

Geneva Lakes Family YMCA Hillmoor Survey Executive Summary

A report from 1,464 Completed Survey Participants
representing strong cross-section of the population



VISIONARY

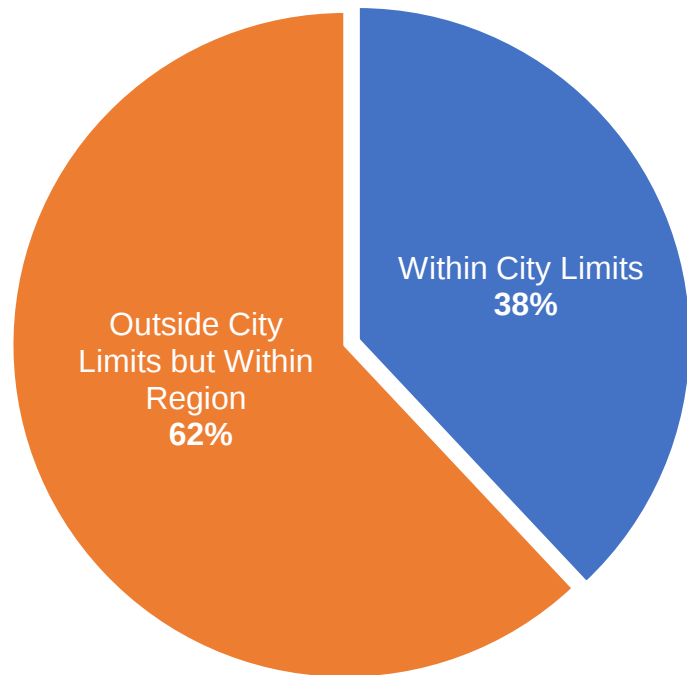
Philanthropic Consulting, LLC

(201) 406-6035

August 8, 2023

Survey Participant Summary – Location of Residence

Location of Residence



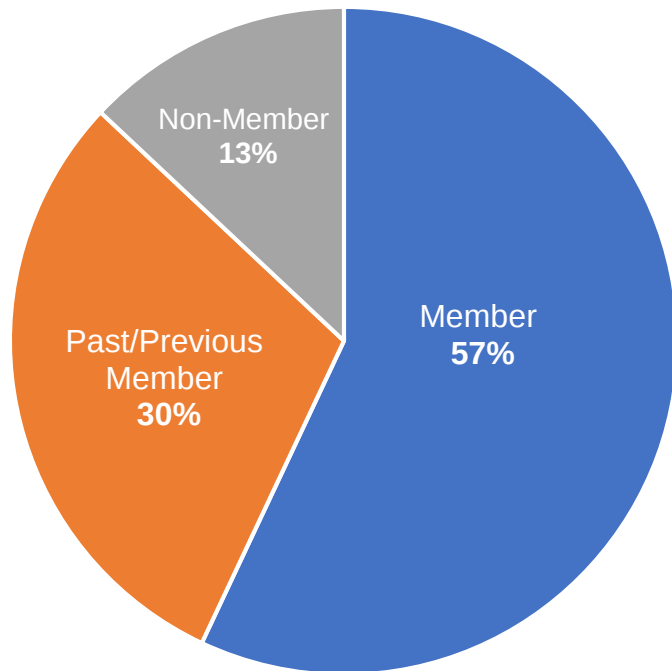
KEY SURVEY TAKEAWAY

Survey results include perspectives from both those residents living within Lake Geneva city limits (554), as well as those living outside the city limits but within the Lake Geneva Region (910).

This mix of respondents ensures representation from those in the city, as well as those in the broader geographic region.

Survey Participant Summary – Relationship with YMCA

YMCA Relationship Status



KEY SURVEY TAKEAWAY

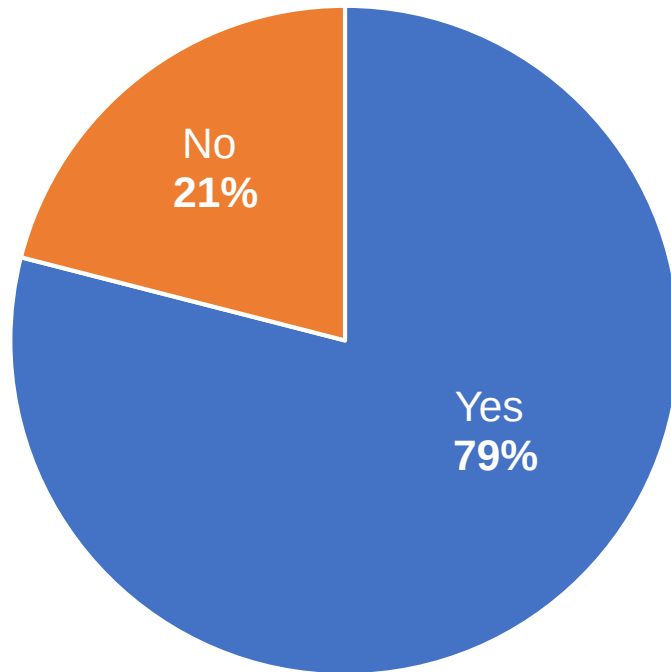
Survey results include a mix of current YMCA members, past members, and non-members (someone who had never been a member).

This blend of participation ensures a balanced perspective in the findings.

Note: Even during random calling - Because of the YMCA's 140-year history in Lake Geneva, it was difficult to find participants who had NO relationship with the Y.

Participation in Y Programming

Participation in Y Programming
All Survey Participants



KEY SURVEY TAKEAWAY

Approximately eight out of ten survey participants have either had a family member participate in Y programming or participated themselves.

This finding was similar for both current and past YMCA members, as well as whether one lived in city limits or in the region outside of city limits.

For non-members, participation in Y programming was still reasonably high but somewhat less at about six out of ten survey respondents.

Trips Combined With YMCA Visit – YMCA Members

Grocery
Shopping



63%

Retail
Shopping



42%

Breakfast / Lunch
Dinner In Town



40%

Post
Office



32%

Lake Front / Beach
Boating / Recreation



11%

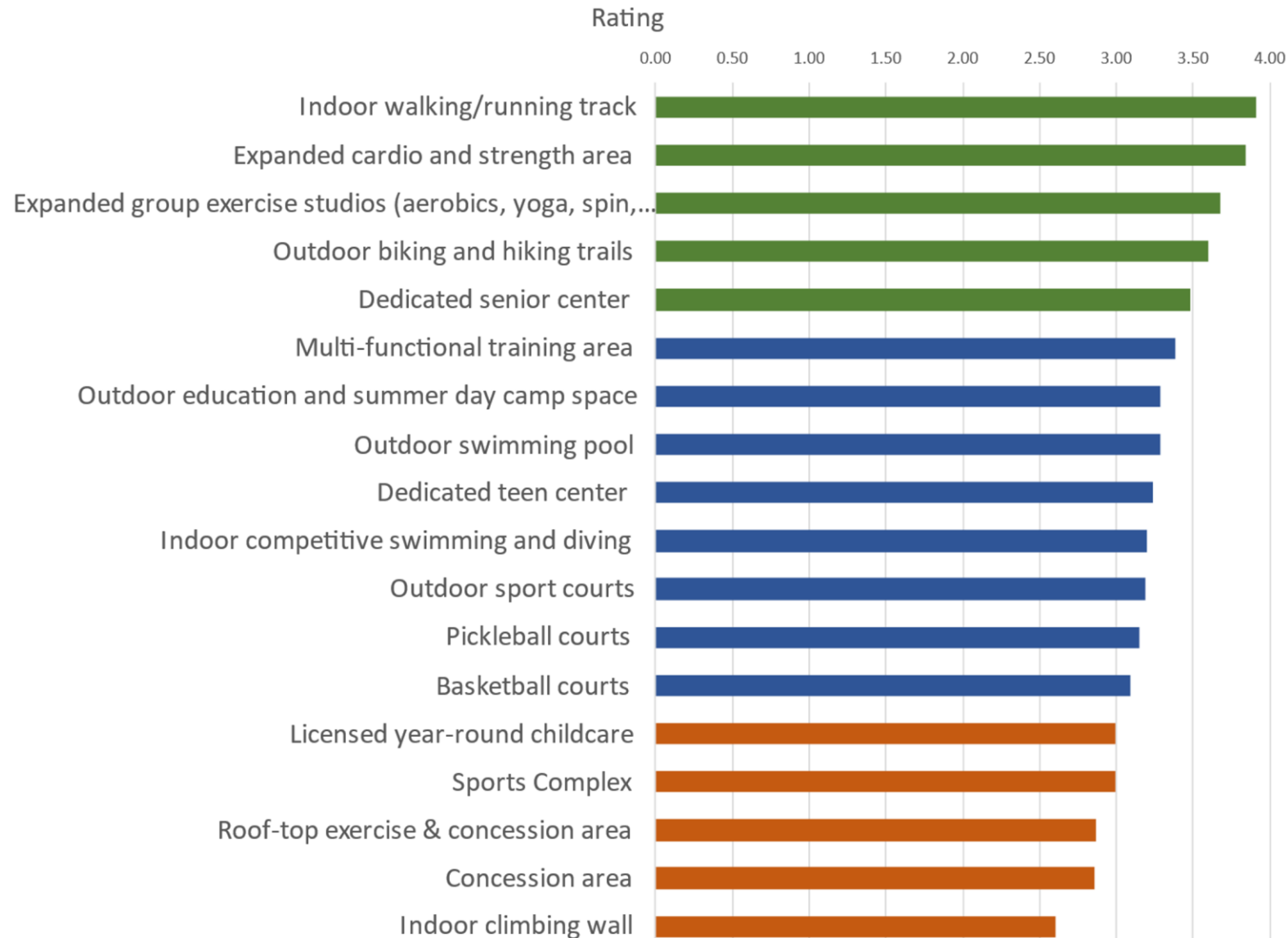
Other 17%
None 23%

KEY SURVEY TAKEAWAY

YMCA members who combine their trip to the YMCA with other stops, mention the grocery store most, followed by other retail shopping, a meal in town, or the post office, indicating the Y generates significant compound economic activity in the City.

While some also mentioned “other” activities, only 23% said they never combine their trip to the YMCA with other stops.

YMCA Potential Offerings Ratings – Mean Score Comparison



KEY SURVEY TAKEAWAY

When evaluating potential offerings for a new YMCA complex, there were clear desires for some offerings and not for others.

Top rated potential offerings were:

- Indoor walking/running track
- Expanded cardio and strength area
- Expanded group exercise studios
- Outdoor biking and hiking trails
- Dedicated senior center

Members also rated a multi-functional training area high (two items tied), **while non-members rated outdoor education and summer day camp space high** (in place of expanded group exercise studios).

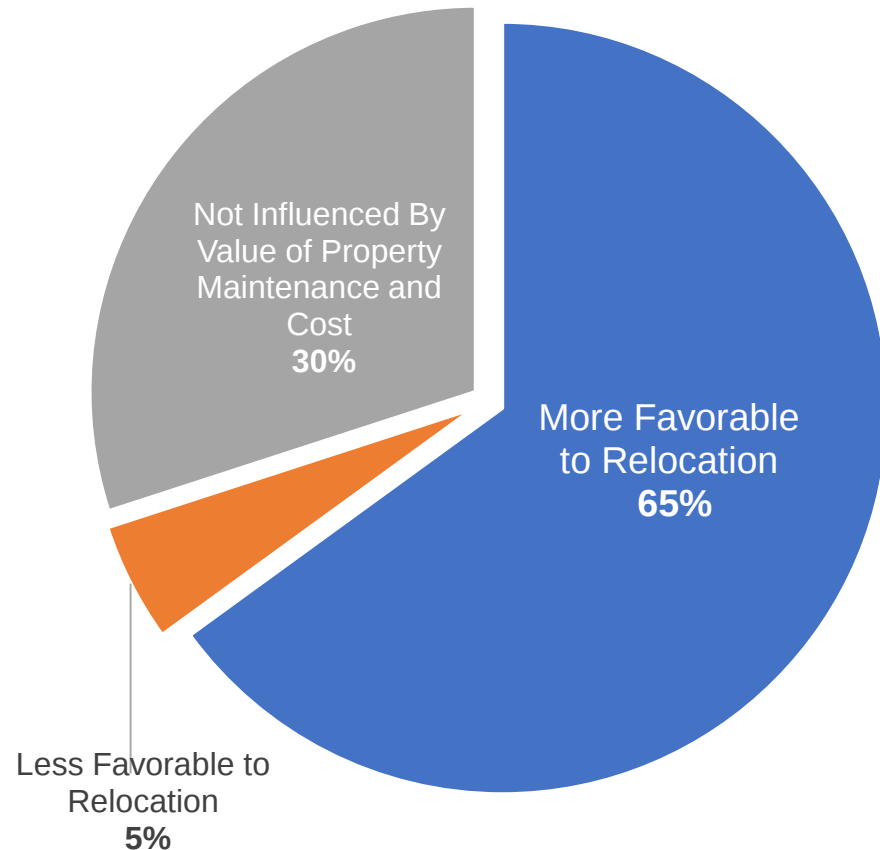
Bottom rated potential offerings were:

- Sports complex
- Licensed year-round childcare
- Roof-top exercise and concession area
- Concession area
- Indoor climbing wall

When filtered by Age (less than 65), **and people with children at home, Licensed Child Care moved up significantly.**

YMCA Move To Hillmoor & Reducing Taxpayer Costs

Favorability – All Survey Participants



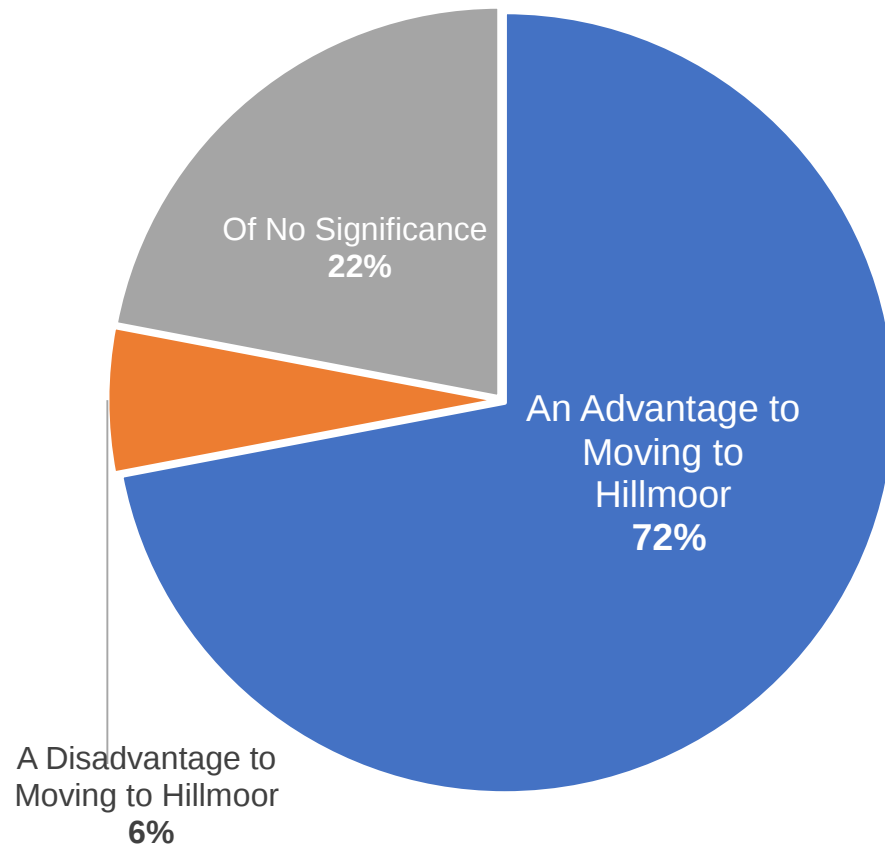
KEY SURVEY TAKEAWAY

When asked if the YMCA were to move to Hillmoor, and maintain the property, thus reducing the ongoing costs to the taxpayer, **the majority of survey participants, more than six out of ten, were more favorable to relocation**, with most of the rest not influenced by the value of property maintenance and cost.

This resonated most strongly among non-members of the YMCA (74%) and those inside Lake Geneva city limits (71%).

YMCA Move To Hillmoor & Reduced Traffic Congestion

Reduced Traffic – All Survey Participants



KEY SURVEY TAKEAWAY

When asked if the YMCA were to move to Hillmoor and reduce the traffic congestion through the center of town and Wells Street, **more than seven in ten survey participants rated that as an advantage to moving to Hillmoor.**

This finding was consistent across current, past, and non-members of the YMCA, and whether not the respondent lived in the city limits or outside.

For / Neutral / Against Move to Hillmoor Location

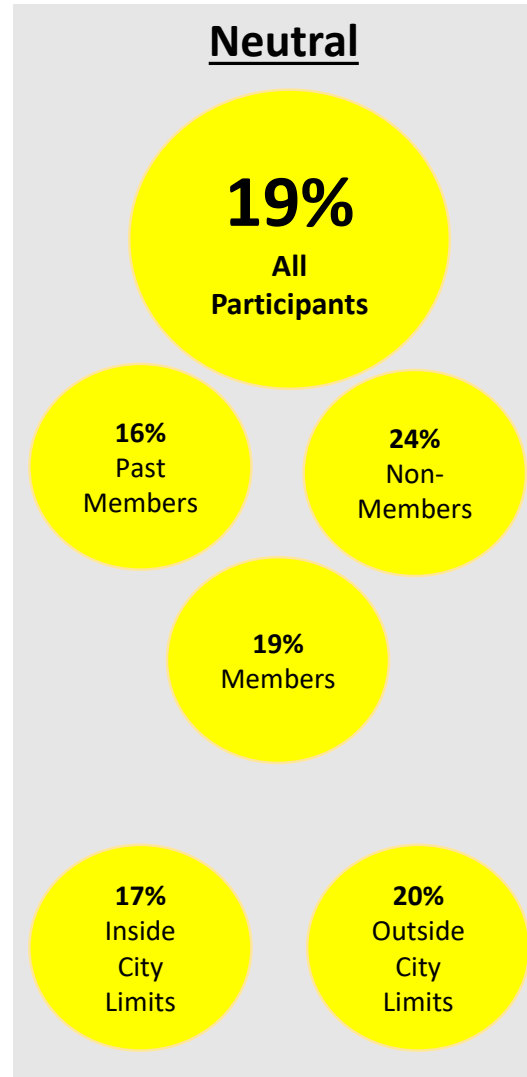
KEY SURVEY TAKEAWAY

Seven in ten favor a move to the Hillmoor location.

For Relocating



Neutral



Against Relocating



Representative Comments About Relocating To Hillmoor Location – City Residents In Favor

"I am a new city resident after living in the area for 14 years and currently live a block from the Y. My wife and I joined in March and have been using the Y multiple times a week and just love it. When the first discussion about the Y moving to Hillmoor came up we were more than thrilled. If the Y were to move to the current planned location, we would most likely not continue our membership. To me the Hillmoor property is an eyesore to residents and locals as they come into town, and I can not think of a better situation then to have the Y locate to that piece of property. I support the Y relocating to Hillmoor!!!!"

"The YMCA is the heart of our community. This location is well visible and easily accessible from all directions. What better organization to welcome you to Lake Geneva."

"It is a great central location for adults and children. It is a very good use of the property. The YMCA has been a cornerstone business in LG and has a very positive relationship with the surrounding community. The YMCA would make the Hillmoor property into a beautiful gateway into the city."

"I believe it would be overwhelmingly positive for both the city of Lake Geneva and for the YMCA. The city will save money and gain a positive entrance into the city while the Y will gain needed space and increased programming. Of all the possible uses of Hillmoor, this is the one with the most win-wins."

"I feel the Y needs a new location. The current facility does not meet the needs of its members and the citizens of Lake Geneva. The Hillmoor would be a great central location, it offers plenty of space. The city is in need of walking trails. It's a win win for the Hillmoor, the citizens of LG and members of the Y."

"It will improve the property there at Hillmoor location and make it a better location for the YMCA to be located and more accessible to the general public."

Representative Comments About Relocating To Hillmoor Location – City Residents Against

"I do not see how moving the Y to Hillmore would reduce traffic. Also, as a resident I avoid 50 for at least 4 months of the year. There would be no convenient way to get to that location without dealing with the highway 50 traffic. The property that was purchased farther down the bypass makes the most sense in my opinion. Not to mention it's close to some of the schools which would make it convenient for after school programs"

"I fully support the YMCA and their mission. I fully support the ability to build a bigger and more functional facility. I think the moving to the Hillmoor property has the biggest disadvantage when it comes to the summer-time traffic. We can all agree that Highway 50 is nothing more than a parking lot during every season except winter. I would think it would be more frustrating to try and get into the Y just fighting through that traffic. Unless there is a plan to fix that aspect of it."

"Hillmoor was purchased to be used for outdoor, open space, not to be consumed by a very large building with lots of associated parking for that building. Taking traffic out by the high school seems more appropriate than bringing traffic to the main, already crowded entryway into town."

"I believe the Hillmoor location should be dedicated to a park and natural setting."

"I'd rather keep Hillmoor as a natural space for walking trails, biking trails, frisbee golf, music area, splash pad, and playground than fill it with the YMCA."

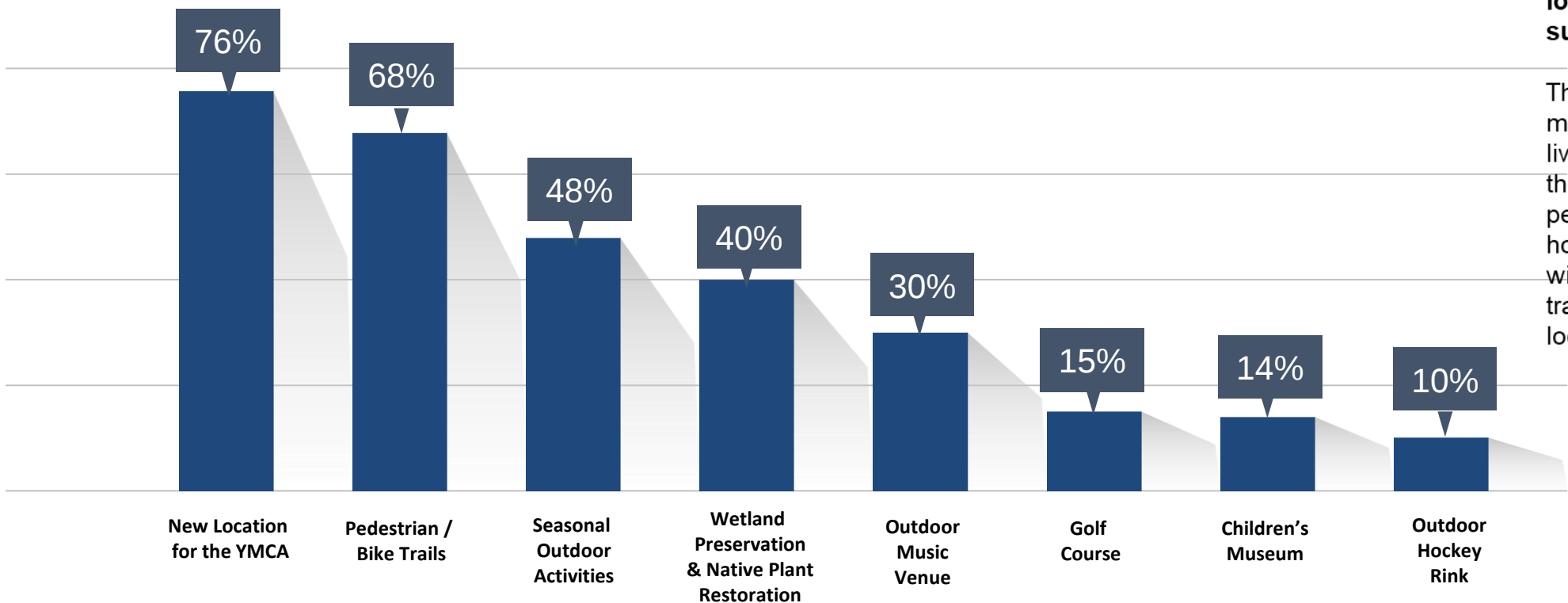
"The building you have is just fine and the traffic by Hillmoor will create congestion. Plus, we need to keep that area natural and free of man's hands! Don't want to pollute the river!"

Uses for Former Hillmoor Golf Course Property – All Survey Participants

KEY SURVEY TAKEAWAY

When asked for input on the uses for the former Hillmoor golf course property, the use receiving the highest percentage of responses was as a new location for the YMCA (76% of all survey respondents).

This was true across current members, past members, those living in the city, and those living in the region. Non-members rated pedestrian/bike trails highest, however, statistically it was a tie with 62% indicating pedestrian/bike trails and 61% indicating a new location for the YMCA.



Observations & Recommendations

- There is significant support for the move of the YMCA to the Hillmoor location, with seven out of ten supporting this move, placing the YMCA in a position to serve as the gateway to the city. This support is seen across all different groups in the survey.
- In addition to supporting the relocation of the YMCA to Hillmoor, residents of the city and surrounding area also highly desire pedestrian and bike trails, followed by seasonal outdoor activities, wetland preservation/native plant restoration, and an outdoor music venue.
- With just 15% indicating a golf course, this would not appear to be economically viable.
- When asked about the potential offerings of a new YMCA complex, these are the top-rated offerings:
 - Indoor walking/running track
 - Expanded cardio and strength area
 - Expanded group exercise studios
 - Outdoor biking and hiking trails
 - Dedicated senior center
- Traffic is a concern, but as a resort town this is a reality faced during heavy tourist time periods.

What Now?

- Because of record program and membership growth, the Geneva Lakes Family YMCA continues to strategically evaluate and explore options related to a facility that will accommodate that growth.
- As a community-based organization, the YMCA Board makes decisions based on member and community needs and feedback. The survey results show an overwhelming 72% of the community favors the YMCA relocating to the Hillmoor property.
- Predicated on the feedback received on programming, the Y is inclined to scale back the size of the facility it builds.
- The YMCA's programs, priorities, and culture align with the other purposes identified for the Hillmoor site.
- The YMCA has done its due diligence by conducting a survey, analyzing and absorbing the data, disseminating the findings to stakeholders and decision-makers, and underwriting its cost. However, the final decision regarding the use of the Hillmoor property does not rest with the Y, it rests with the elected officials of the City of Lake Geneva.
- It is our plan to report these findings to the City's Ad Hoc Committee August 17 and the City Council September 5.
- The Y hopes the City of Lake Geneva will consider these findings and share their intentions regarding the former Hillmoor Golf Course property relatively soon to the public.
- While the YMCA would be thrilled and honored to be the Gateway to the City, we also realize that based on our program growth we cannot wait for long for a final decision on the availability of 40 acres on the Hillmoor site by the City of Lake Geneva.

Appendix: Survey Methodology

- This survey was conducted in June 2023, using both an email survey and an outbound phone survey, with parallel versions in English and Spanish.
- Survey responses were solicited from current and past members of the YMCA, and from two purchased lists.
- The survey area included Lake Geneva and surrounding communities in the Lake Geneva region.
- Survey design, questionnaire, process, and reporting was administered by a consulting firm with extensive research expertise.
- A total of 1,464 surveys were completed, representing a good cross section of age and household types.
- Survey responses included:
 - 554 within Lake Geneva city limits
 - 910 outside city limits but within the Lake Geneva region
 - 834 current YMCA members
 - 445 past YMCA members
 - 185 non-members (never members)

Thank you
For More Information Contact:



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