

**CITY OF LAKE GENEVA FINANCE, LICENSING, AND REGULATION
COMMITTEE MINUTES
WEDNESDAY, FEBRUARY 19, 2025 - 4:30 PM
LAKE GENEVA CITY HALL; COUNCIL CHAMBERS (MAIN LEVEL)**

Members: Chairperson Sherri Ames, Alderpersons: Mary Jo Fesenmaier, Cindy Yager, Joel Hoiland, and Cathy Stoodley

Call to Order

by Chairperson Ames at 4:30 pm.

Roll Call

Present: Sherri Ames, Mary Jo Fesenmaier, Cynthia Yager and Cathy Stoodley. Absent: Joel Hoiland. Others present: Mayor Todd Krause, Anne Kessing, City Clerk Lacey L. Reynolds and other interested persons.

Comments from the public limited to 5 minutes, limited to items on this agenda

Anne Kessing introduced herself and said she was in attendance regarding item 5a.

Approval of the minutes from February 4, 2025

Motion by Fesenmaier to approve, second by Stoodley. Voice vote, approved, motion carried.

Discussion/Recommendation regarding Licenses & Permits

Public Event Permit filed by the Alzheimer's Association for the Walk to End Alzheimer's-Walworth County on September 20, 2025 (continued from January 21, 2025)

Motion by Yager to approve, second by Stoodley. Voice vote, approved, motion carried.

Public Event Permit application filed by the Geneva Lakes Family YMCA for the Sprint for Spring 5k run/walk on April 26, 2025

Alder Yager asked if the roads will be closed and if the clerk could have an update at the council meeting. Motion by Yager to approve, second by Stoodley. Voice vote, approved, motion carried.

Public Event Permit application filed by the Lake Geneva Jaycees for Jaycee Easter Egg Hunt on April 19, 2025

Motion by Fesenmaier to approve, second by Stoodley. Voice vote, approved, motion carried.

Street Use Permit application filed by Badger High School for Badger High School Graduation on June 8, 2025

Motion by Fesenmaier to approve, second by Yager. Voice vote, approved, motion carried.

Original Class "B" Beer / "Class C" Wine license application filed by Verdico LLC dba Creative Forces Art Studio LG

Motion by Yager to approve, second by Stoodley. Voice vote, approved, motion carried.

Discussion/Recommendation regarding agreement between the City of Lake Geneva and the Geneva Lakes Family YMCA for the use and management of the fields at Veterans Park

Motion by Fesenmaier to send to the Park Board, second by Yager. Voice vote, approved, motion carried.

Update regarding Channel 25

Discussion took place regarding Channel 25 and the part needed to fix it being delayed.

Discussion/Recommendation regarding Sunday Morning Parking Program

Motion by Fesenmaier to continue to the next FLR meeting, second by Stoodley. Voice vote, approved, motion carried. The committee requested a written plan for data collection.

Presentation of Accounts**Pre-Paid Checks:\$223,199.24**

Motion by Stoodley to approve, second by Yager. Voice vote, approved, motion carried.

Regular Checks: \$132,471.48

Motion by Fesenmaier to approve, second by Stoodley. Voice vote, approved, motion carried.

Adjournment

Motion by Yager to adjourn, second by Fesenmaier. Voice vote, approved, motion carried. Adjourned at 4:52 pm.

Lacey L. Reynolds
City Clerk

Approved March 4, 2025