

VILLAGE OF FONTANA ON GENEVA LAKE
WALWORTH COUNTY, WISCONSIN

BLUE RIBBON LAKEFRONT BUILDING COMMITTEE

(OFFICIAL MINUTES)

Thursday, November 13, 2008 @ 5:00 PM

Chairman Pappas called the meeting of the Blue Ribbon Lakefront Building Committee to order at 5:05 pm in the Village Hall, 175 Valley View Drive, Fontana, Wisconsin.

Committee Members present: Roll call vote: Chairman Pappas, Green (arrived @ 5:23 pm), Murray, Loenneke, Lewis and Wilson (arrived @ 5:17 pm).

Committee Members absent: D’Auria.

Alternate Members present: Krei.

Alternate Members not present: Fisk and McGreevy.

Also present: Village Trustee Micki O’Connell, Mr. Kevin Kirkland, and CDA Executive Director Joseph A. McHugh.

General Business

Lakefront Redevelopment Project – Define Schedule

The Blue Ribbon Committee discussed the results of the recently issued Lakefront Survey. Several members stated that the current building should be renovated and that the Lake Geneva Marine Company should remain in the building. The desire for a coffee shop in the facility was discussed and it was determined that the Village should not be in the position of running a coffee shop on the lakefront. Executive Director McHugh stated that Committee Member Derek D’Auria had offered to prepare some proposals for the group based on the concept of using a third party vendor. Mr. Kirkland stated that he currently used 100% of the space in the building to operate his business. Mr. Kirkland stated that he would be able to move several components of his current operation off-site, if Jamie Whowell was able to construct another building on his boat storage property. The group discussed the concept of working with Mr. Kirkland to introduce new uses to his existing operation. Mr. Kirkland stated that he had to retain the use of the launch in front of the building in order to maintain a viable business. In response to a question from the group, Mr. Kirkland stated that on his busiest day last year, he totaled only 13 launches out of his “Boat Club”. Mr. Kirkland stated that he averaged 9 to 10 launches on a regular Saturday or Sunday. Chairman Pappas stated that commercial launches at the Village Ramp averaged 10 per day last season. Chairman Pappas stated that Fontana’s launch is getting busier. Chairman Pappas stated that the current economy was working against the concept of starting any new businesses on the lakefront. Committee Member Lewis stated that the members of the group should visit the building before making a final decision. Mr. Kirkland stated that “retail uses” on the lakefront were inhibited because nobody wanted to pay a meter for parking. Mr. Kirkland stated that the closing of Lake Street in the summer has caused a decline in his retail sales. In response to a question from the group, Mr. Kirkland stated that the building cost over \$900 per month to heat in the winter time. Vice-Chairperson Wilson stated that Mr. Kirkland might be able to take advantage of the Façade Improvement Grant program. Mr. Kirkland stated that he would be willing to work with the Village to start a small coffee shop on the premises. Executive Director McHugh stated that the Blue Ribbon Committee had been formally charged by the Village Board and the CDA to develop a plan for the redevelopment of the lakefront. Chairman Pappas stated that the only option that would be acceptable to the public would be renovating the existing building. Vice-Chairperson Wilson stated that an architect should be hired to

develop a detailed plan for renovating the building. Vice-Chairperson Wilson stated that the only way to make the current building a more useable space would be to add more windows. Committee Member Murray stated that the group should concentrate on improving the façade and working with Mr. Kirkland to introduce new uses. Chairman Pappas said that he did not see the public being in favor of spending a great deal of money on renovating the façade of the building. Mr. Kirkland stated that he had already invested over \$200k on the exterior over the years. Mr. Kirkland stated that he had received a quote to add cedar siding to the building's façade for \$9k. Mr. Kirkland stated that he would be willing to invest in the façade of the building if it would mean an extension of his lease. CDA Executive Director stated that the final decision on the Lakefront Building was necessary to determine how to move forward with the rest of the projects on the lakefront. Chairman Pappas stated that the Village had a viable business on the lakefront and he was not in favor of pushing it out. Chairman Pappas stated that the residents of the village are tired of having the community torn up every year. Vice-Chairperson Wilson stated that the group should not be renovating the building specifically for Mr. Kirkland. CDA Executive Director McHugh stated that the group should formalize its recommendations for the renovation of the lakefront building. Chairman Pappas says that the results of the survey should direct the project. Vice-Chairperson Wilson stated that 41% of the respondents requested a Restaurant on the property. Vice-Chairperson Wilson stated that an architect could be solicited using a "Request for Qualifications" process. CDA Executive Director McHugh explained the RFP (Request for Proposal) and RFQ (Request for Qualifications) processes and reviewed the timeline. Following the discussion, the Blue Ribbon Committee developed three formal recommendations to the Village Board and Community Development Authority.

Committee Member Loenneke/Chairperson Pappas 2nd made a MOTION to make a recommendation to the Village Board and to the Community Development Authority to move forward with a renovation of the existing building, to abandon the concept of building a new building on the lakefront, and to continue to work with Mr. Kevin Kirkland with the idea of exploring creative ways of bringing in a coffee-shop and kayak rentals to the current operation, and the MOTION carried without a negative vote.

Committee Member Loenneke/Vice Chairperson Wilson 2nd made a MOTION to direct Executive Director McHugh to prepare an RFP (Request for Proposal) for the purpose of obtaining a Structural Engineer to inspect the existing Lakefront Building and prepare a written assessment of the current building and the potential for renovation; and further directed Executive Director McHugh to prepare an RFQ (Request for Qualifications) for the purpose of selecting an Architect to work with towards developing renovation plans for the existing building, and the MOTION carried without a negative vote.

Committee Member Loenneke/Vice Chairperson Wilson 2nd made a MOTION to formally recommend that the Village Board and the Community Development Authority agree to postpone the Referendum for the Lakefront Redevelopment and allow the Blue Ribbon Lakefront Building Committee time to develop a plan that utilizes the existing structure, and the MOTION carried without a negative vote.

Chairperson Pappas asked that each of the committee members come to the next meeting prepared with ideas and a clear vision of what they wished to see on the lakefront. Mr. Kirkland offered to bring his original plans for the lakefront and offered that he would be willing to make a formal presentation to the CDA at the January 2009 meeting.

Confirm Date & Quorum for upcoming Meeting
Thursday, December 11, 2008 @ 5 PM

Executive Director McHugh stated that the next meeting of the Blue Ribbon Committee was scheduled for December 11th.

Adjournment

Committee Member Loenneke/Chairperson Pappas 2nd made a MOTION to adjourn the meeting at 6:30 pm, and the MOTION carried without a negative vote.

Minutes prepared by: **Joseph A. McHugh**, CDA Executive Director

Note: These minutes are subject to further editing. Once they are approved by the Community Development Authority, the official minutes will be on file at the Village Hall.
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APPROVED: PENDING