CITY OF WISCONSIN DELLS MEETING AGENDA

MEETING DESCRIPTION: PARKING BOARD

DATE: MONDAY, MARCH 5, 2018 **TIME:** 5:30PM **LOCATION:** MUNICIPAL BUILDING COUNCIL CHAMBERS, 300 LACROSSE STREET, WIS. DELLS, WI 53965

	COMMITTEE MEMBERS		
Ald. Ben Anderson - Chair	Ald. Mike Freel	Police Chief Jody Ward	Kelli Trumble
Mayor Brian Landers	Ald. Ed Wojnicz	PW Director David Holzem	Keith Koehler

1	CALL TO ORDER AND ATTENDANCE NOTED
2	APPROVAL OF THE SEPTEMBER 11, 2017 MEETING MINUTES
3	REVIEW OF 2017 PARKING REVENUE AND EXPENSES
4	UPDATE/DISCUSSION/DECISIONS ON METERS, LOTS, KIOSKS AND PARKING IMPROVEMENTS FOR 2018
5	DISCUSSION ON ZEBRADOG'S WAYFINDING PROPOSALS FOR PARKING AREAS (REFERRED FROM 2/21/2018 BID COMMITTEE MEETING)
6	DISCUSSION/POSSIBLE DECISION ON DESIGNATING 15 MINUTE PARKING AREAS (KEITH KOEHLER)
7	CONVENE INTO CLOSED SESSION PURSUANT TO WISCONSIN STATE STATS. SEC 19.85(1)(c) TO CONSIDER EMPLOYMENT, PROMOTION, COMPENSATION, AND/OR PERFORMANCE EVALUATION DATA OF ANY PUBLIC EMPLOYEE WHICH THE GOVERNING BODY HAS JURISDICTION OR EXERCISES RESPONSIBILITY OVER
8	RECONVENE INTO OPEN SESSION
9	DISCUSSION/DECISION ON 2018 SEASONAL POSITIONS
10	ITEMS FOR NEXT MEETING (SET DATE AND TIME)
11	ADJOURNMENT
	ALD. BEN ANDERSON, CHAIR
	POSTED AND DISTRIBUTED: MARCH 1, 2018

Open Meetings Notice: If this meeting is attended by one or more members of the Common Council who are not members of this committee, their attendance may create a quorum of another city commission, board or committee under the Wisconsin Open Meetings Law; However no formal action will be taken by any governmental body at the above stated meeting other than the body, committee, commission, or board identified in this meeting notice. Please be advised that upon reasonable notice, the City of Wisconsin Dells will furnish appropriate auxiliary aids and services to afford individuals with disabilities an equal opportunity to participate in meeting activities.

ITEM 2

PARKING BOARD MEETING
CITY OF WISCONSIN DELLS
MONDAY, SEPTEMBER 11, 2017

1. Chairperson Anderson called the meeting to order at 6:15P.M. Notice of the meeting was provided to the *Dells Events*, WNNO Radio, and posted in accordance with State Statutes.

   Present: Ald. Ben Anderson, Mayor Brian Landers, Ald. Ed Wojnicz, Ald. Mike Freel, Police Chief Jody Ward, Public Works/Utilities Director David Holzem, Keith Koehler and Kelli Trumble.

   Others: Ald. Jesse DeFosse, Ald. Brian Holzem, City Clerk/Coordinator Nancy Holzem, City Treasurer Karen Terry, City Planner/Zoning Administrator Chris Tollaksen, City Attorney Joseph Hasler, and Ed Legge from the *Dells Events.*

2. Motion by Keith seconded by Kelli to approve the July 26, 2017 meeting minutes. Motion carried unanimously.

3. Review of 2017 Revenue & Expenses.
   The committee reviewed 8/31/17 year to date revenue and expense numbers. Chief Ward stated that parking revenues have already exceeded the $520,000 budgeted amount by more than 64,000. He noted that anything above what was budgeted goes into the reserve outlay account.

4. Overnight Parking Citations.
   The committee reviewed the temporary suspension of overnight parking citations which will end on October 2nd. Keith stated that it worked out great and he supports continuing this. Public Works Director David Holzem stated that the overnight parking did not appear to cause too many issues with the street sweeping during the summer, however he noted it was not a true indication of the change since there are signs all over downtown and in the parking lots that indicate "no parking 2:00am to 6:00am" so people not from the area most likely did not leave their cars downtown. If the signs had all been removed, the number of cars left would have increased. Ald. Wojnicz stated that the change appears to have been done for the locals as he sees the same cars parked downtown in the morning. Chief Ward agreed stating that it is mostly locals that are leaving their cars. Several members noted the affect overnight parking would have on street plowing in the winter as one car left could affect up to 5 stalls not having snow removed. Chief Ward stated that overnight parking should be limited to the just the parking lots and not the streets. Ald. DeFosse, who is not a member of the committee, agreed with that but just for the winter months. Committee members agreed that there needs to be consistency established with the overnight parking. Motion by Ald. Freel seconded by Ald. Wojnicz to:
   - Update the city ordinance to allow year-round overnight parking in city parking lots.
   - Wording in the ordinance shall include the option of prohibit overnight parking in any or all lots during times predicted heavy snow fall.
   - Remove the "No Parking 2:00am-6:00am" signage from the parking lots.

   Motion carried unanimously.

5. Future Superior Street Parking Improvement.
Public Works Director David Holzem presented information on future Superior Street improvement and was looking for a recommendation from the committee as to the best option for parking improvements. All agreed that parking from the Broadway/Superior Street corner should be removed as it is a traffic and safety hazard. Mayor Landers stated that he would like the area from the Broadway corner to the alley by Pizza Villa be a café zone. Chief Ward suggested a lower rolled curb for any flex parking put in. Keith suggested parallel parking for the rest of the area. Kelli suggested angle parking in order to keep more stalls. Ald. Holzem, who is not a member of the committee, stated that getting input from the businesses in that area would be good. Motion by Mayor Landers seconded by Keith to make the recommendation that during Superior Street reconstruction planning, parking be removed and a café zone area be created in the current parking area from the corner of Broadway and Superior Street to the alley by Pizza Villa and that a parallel flex parking area be installed for the rest of the block. Motion carried 7-1 with Chief Ward voting no.

6. Proposed 2018 Operating & Capital Budget.
Chief Ward presented a 2018 operating budget with a 14% increase, most reflected in wages, retirement, health insurance and processing fees. He stated an increase in staff is needed since the meters have to be emptied 3 times a week and the kiosks twice a week, in addition to machine maintenence. Kelli stated that the Parks Department and Public Works are looking at ways to help keep the downtown area clean and questioned if the CSOs could assist as well due to the increase in cleanliness complaints in the downtown area. Ald. Holzem stated that this was one of the worst summers for cleanliness downtown. Chief Ward stated that there could be some cooperation. Ordinance enforcement was also questioned. Mayor Landers stated that residents do not get city assistance in keeping their area cleans so why would the city provide that service to business owners who are supposed to be keeping their area clean. The city will continue to look at the cleanliness issue and enforcement of violators. Motion by Mayor Landers seconded by Ald. Freel to approve the proposed 2018 Parking Board budget as presented. Motion carried unanimously.

7. No date was set for the next meeting. Future agenda items to include:
   - Designated 15 minute parking in certain areas (requested by Keith)

8. Motion by Ald. Freel seconded by Mayor Landers to adjourn. Motion carried unanimously and the meeting adjourned at 7:05P.M.

_____
Nancy Holzem
City Clerk/Coordinator

50 -PARKING UTILITY

ITEM 3

REVENUES	CURRENT BUDGET	CURRENT PERIOD	YEAR TO DATE ACTUAL	% OF BUDGET	BUDGET BALANCE
PARKING UTILITY					
4513-050 OT FINES & PARKING CITATIONS	120,000.00	2,166.23	134,764.04	112.30	(14,764.04)
4621-050 MISC SERVICE FEES	0.00	506.25	506.25	0.00	(506.25)
4633-050 PARKING METERS	150,000.00	0.00	200,664.68	133.78	(50,664.68)
4634-050 PAYSTATION & LOT/STALL RENTALS	250,000.00	0.00	349,685.39	139.87	(99,685.39)
TOTAL PARKING UTILITY	520,000.00	2,672.48	685,620.36	131.85	(165,620.36)
TOTAL REVENUES	520,000.00	2,672.48	685,620.36	131.85	(165,620.36)

REVENUE & EXPENSE REPORT (UNAUDITED)
AS OF: DECEMBER 31ST, 2017

50 -PARKING UTILITY
PARKING UTILITY

EXPENDITURES	CURRENT BUDGET	CURRENT PERIOD	YEAR TO DATE ACTUAL	% OF BUDGET	BUDGET BALANCE
PARKING EXPENSES					
5345-050-1000 SALARIES	85,460.00	414.13	72,983.54	85.40	12,476.46
5345-050-1500 HEALTH INSURANCE	5,450.00	613.81	6,321.82	116.00	(871.82)
5345-050-1600 RETIREMENT EXPENSE	4,020.00	2,146.24	2,146.24	53.39	1,873.76
5345-050-1700 FICA	6,540.00	179.50	5,545.84	84.80	994.16
5345-050-2000 EXPENSES	10,000.00	1,237.96	22,995.06	229.95	(12,995.06)
5345-050-2010 PROCESSING FEES	35,000.00	751.04	56,560.42	161.60	(21,560.42)
5345-050-2200 ELECTRICITY	5,900.00	728.53	6,278.68	106.42	(378.68)
5345-050-4000 PARTS & REPAIR	4,500.00	0.00	1,536.83	34.15	2,963.17
5345-050-4030 DEPRECIATION	25,000.00	25,966.90	25,966.90	103.87	(966.90)
5345-050-5100 WORKMANS COMP INSURANCE	1,830.00	(177.46)	1,497.56	81.83	332.44
5345-050-5900 PAYMENT IN LIEU OF TAX	27,000.00	21,614.45	21,614.45	80.05	5,385.55
5345-050-5921 TRANSFER TO GENERAL FUND	225,800.00	0.00	225,800.00	100.00	0.00
TOTAL PARKING EXPENSES	436,500.00	53,475.10	449,247.34	102.92	(12,747.34)
PARKING OUTLAY					
5730-050-8200 EQUIPMENT OUTLAY	63,500.00	0.00	61,662.91	97.11	1,837.09
5730-050-8999 CAPITAL RESERVE OUTLAY	20,000.00	20,000.00	20,000.00	100.00	0.00
TOTAL PARKING OUTLAY	83,500.00	20,000.00	81,662.91	97.80	1,837.09
TOTAL PARKING UTILITY	520,000.00	73,475.10	530,910.25	102.10	(10,910.25)
TOTAL EXPENDITURES	520,000.00	73,475.10	530,910.25	102.10	(10,910.25)
REVENUES OVER/(UNDER) EXPENDITURES	0.00	(70,802.62)	154,710.11		(154,710.11)

*** END OF REPORT ***

1 685,620.36 +
2 530,910.25 -
154,710.11 =

BALANCE SHEET
AS OF: DECEMBER 31ST, 2017

50 -PARKING UTILITY

ACCOUNT#	TITLE			
ASSETS				
111000	CASH - PARKING UTILITY	369,586.18		
142000	ACCOUNTS RECEIVABLE - MISC	0.00		
182000	LAND & PARKING LOTS	819,918.00		
185000	MACHINERY & EQUIPMENT	141,310.85		
189000	ACCUMULATED DEPRECIATION	(300,454.02)		
190000	NET PENSION ASSET	(5,335.23)		
190600	DEF OUTFLOW OF RESC - EvE	(103.22)		
190900	DEF OUTFLOW OF RESC - EvII	7,184.84		
191200	CONTRIB AFTR MEASUREMENT DATE	(37.66)		
191300	DEF OUTFLOWS OF RESC - CIA	1,492.71		
			1,033,562.45	
	TOTAL ASSETS			1,033,562.45
LIABILITIES				
209900	TAX SHELTER ANNUITY	0.00		
214100	FEDERAL WITHOLDING TAXES	0.00		
214200	STATE WITHHOLDING TAXES	0.00		
214300	FICA WITHHOLDING	0.00		
215200	WIS RET FUND	0.00		
215300	HEALTH INS. DEDUCTIONS	0.00		
215350	DENTAL/VISION DEDUCTION	0.27		
215400	LIFE INS DECUCTION	0.22		
215800	FLEX ACCOUNT DEDUCTIONS	30.80		
232000	VOUCHERS PAYABLE	156.61		
242100	SALES TAX LIABILITY	0.00		
256200	DUE TO WATER UTILITY	0.00		
256900	DUE TO ELECTRIC UTILITY	0.00		
	TOTAL LIABILITIES		187.90	
EQUITY				
290000	DEF INFLOW - CHG IN PROPORTION	12.05		
290100	DEF INFLOW - DIFF BTW E & A	4,489.97		
311000	CONTRIBUTION FROM MUNICIPALITY	709,625.48		
380000	UNDESIGNATED SURPLUS/DEFICIT	0.00		
380413	DESIG SURPLUS - PARKING UTILIT	164,536.94 ①		
	TOTAL BEGINNING EQUITY	878,664.44		
	TOTAL REVENUE	685,620.36		
	TOTAL EXPENSES	530,910.25		
	TOTAL REVENUE OVER/(UNDER) EXPENSES	154,710.11 ②		
	TOTAL EQUITY & REV. OVER/(UNDER) EXP.		1,033,374.55	
	TOTAL LIABILITIES, EQUITY & REV.OVER/(UNDER) EXP.			1,033,562.45

① 164,536.94
② 154,710.11
319,247.05

Beginning 2018.

ITEM 4

City of Wisconsin Dells Parking Utility
Chairman Ben Anderson

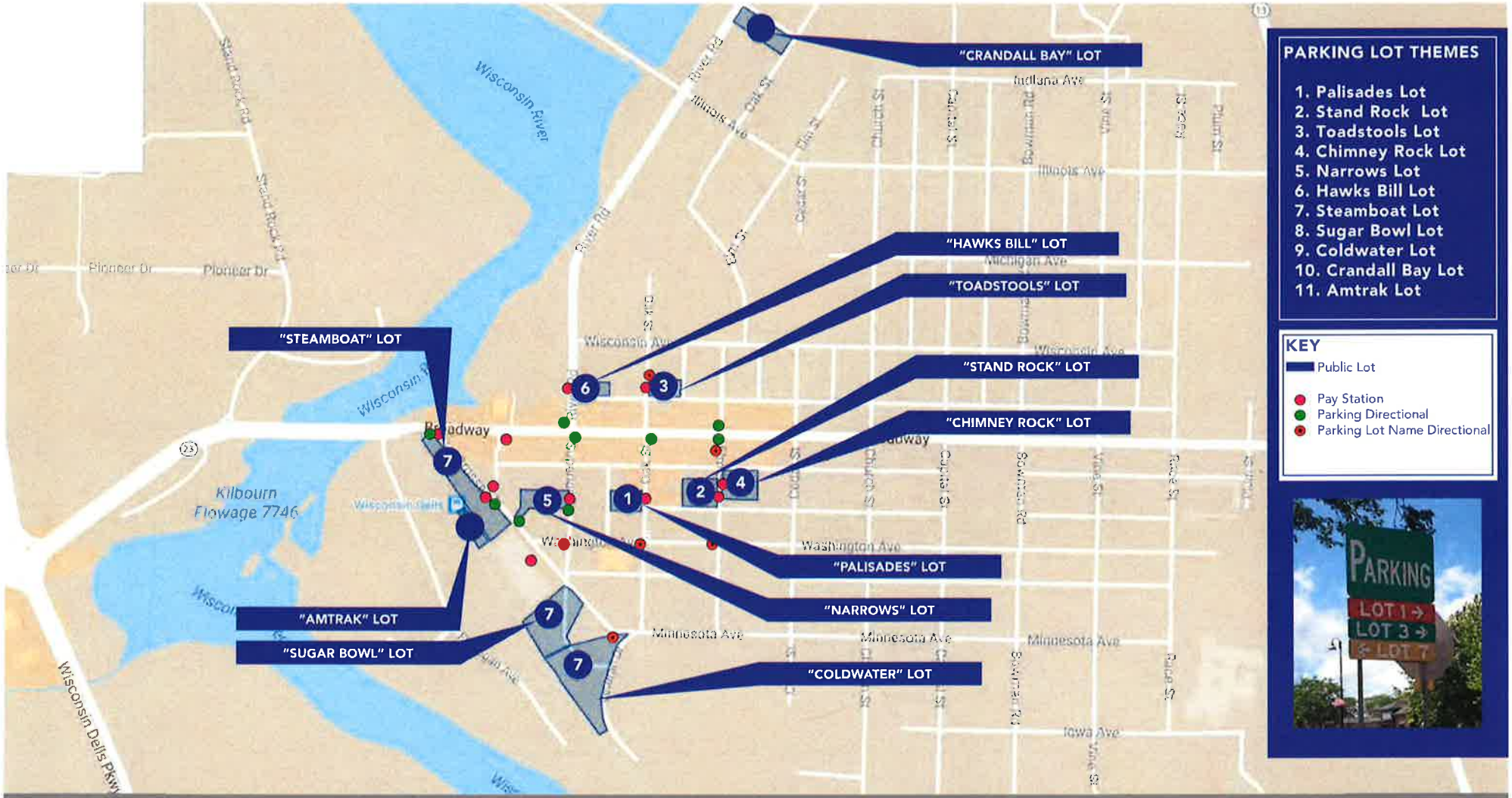
The City of Wisconsin Dells has an established parking utility. The parking utility is governed by a parking board . Board members are Chairman Ben Anderson, Mayor Brian Landers, Ald. Ed Wojnicz, Ald. Mike Freel, Police Chief Jody Ward, Public Works Director David Holzem, Kelli Trumble and Keith Koehler.

2018

Equiment Outlay:		
	3 Pay Stations	$ 39,000.00
	Paystation Upgrades	$ 12,000.00
	100 mechanisms	$ 17,500.00
	Total	$ 68,500.00

ITEM 5

River Arts District Wayfinding | 7.19.2017 | ZEBRADOG


"CRANDALL BAY" LOT
"HAWKS BILL" LOT
"TOADSTOOLS" LOT
"STEAMBOAT" LOT
"STAND ROCK" LOT
"CHIMNEY ROCK" LOT
"PALISADES" LOT
"NARROWS" LOT
"AMTRAK" LOT
"SUGAR BOWL" LOT
"COLDWATER" LOT
Wisconsin River
Kilbourn Flowage 7746
Wisconsin Dells Pkwy
Broadway
Wisconsin Ave
Washington Ave
Minnesota Ave
Michigan Ave
Illinois Ave
Indiana Ave
Iowa Ave
Pioneer Dr
Stand Rock Rd
River Rd
Oak St
Cedar St
Church St
Bowman Rd
Vine St
Pine St
PARKING LOT THEMES
1. Palisades Lot
2. Stand Rock Lot
3. Toadstools Lot
4. Chimney Rock Lot
5. Narrows Lot
6. Hawks Bill Lot
7. Steamboat Lot
8. Sugar Bowl Lot
9. Coldwater Lot
10. Crandall Bay Lot
11. Amtrak Lot
KEY
Public Lot
Pay Station
Parking Directional
Parking Lot Name Directional
PARKING
LOT 1
LOT 3
LOT 7

PARKING
LOT 1 →
LOT 3 →
← LOT 7

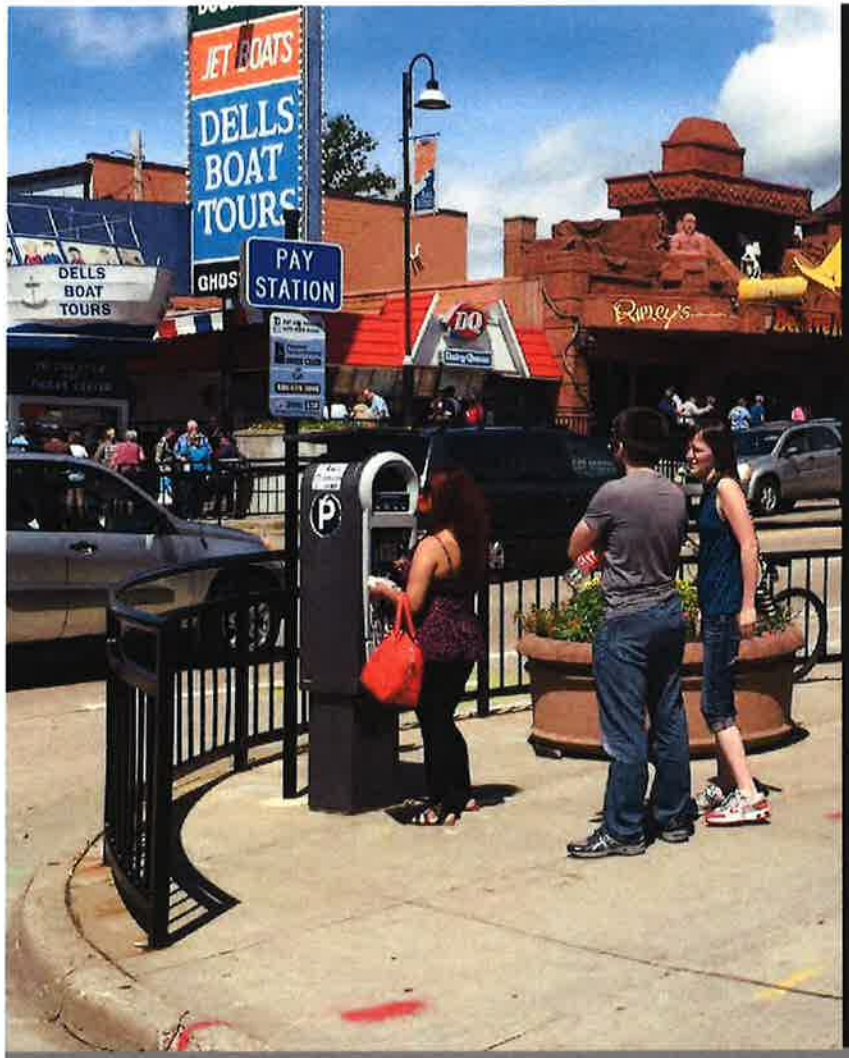
P
PARKING

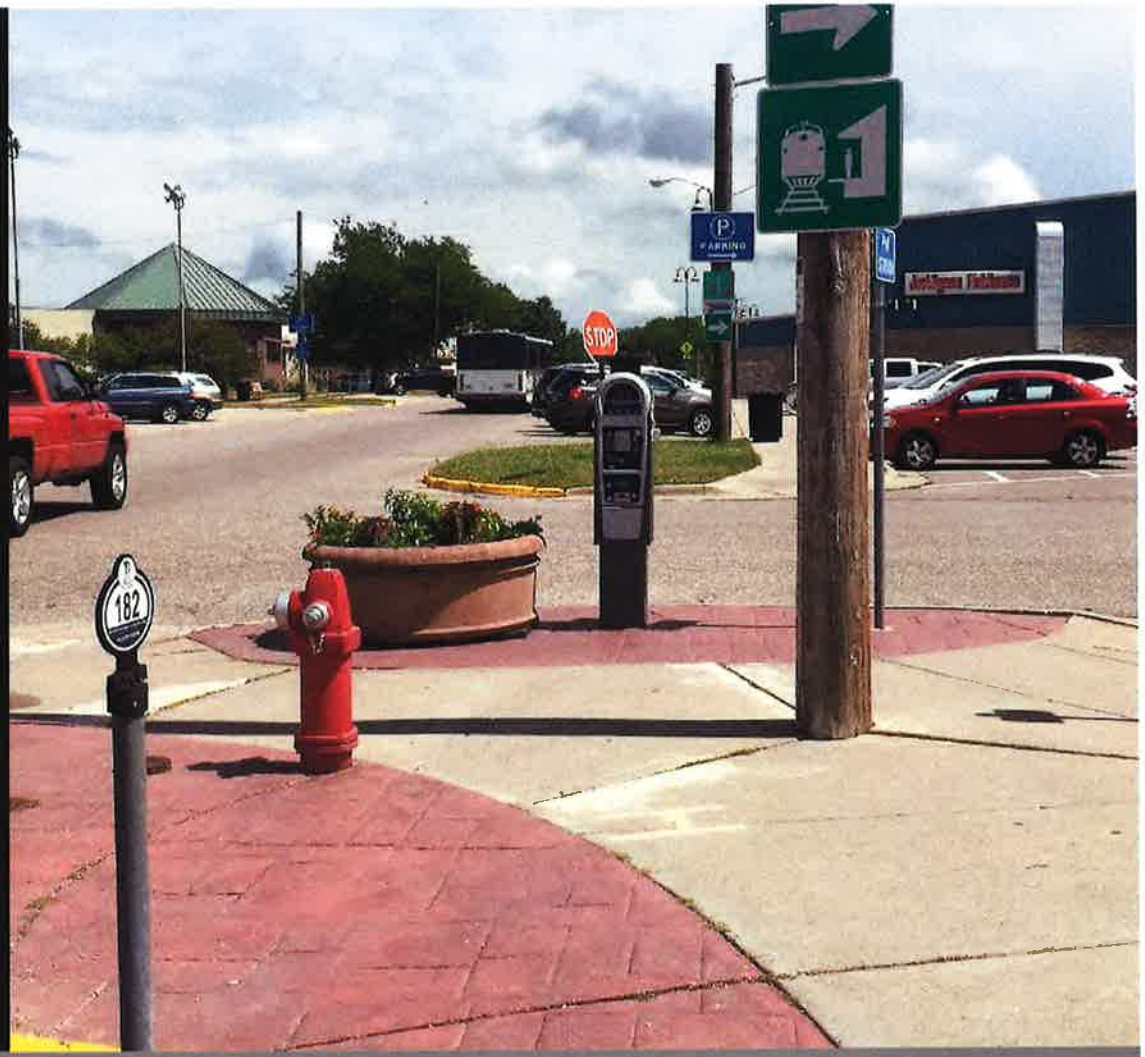
P
PARKING

Existing Conditions

PAY STATION
182

PAY STATION
PUBLIC RESTROOMS
Broadway


JET BOATS
DELLS
BOAT
TOURS
DELLS
BOAT
TOURS
PAY
STATION
Riley's

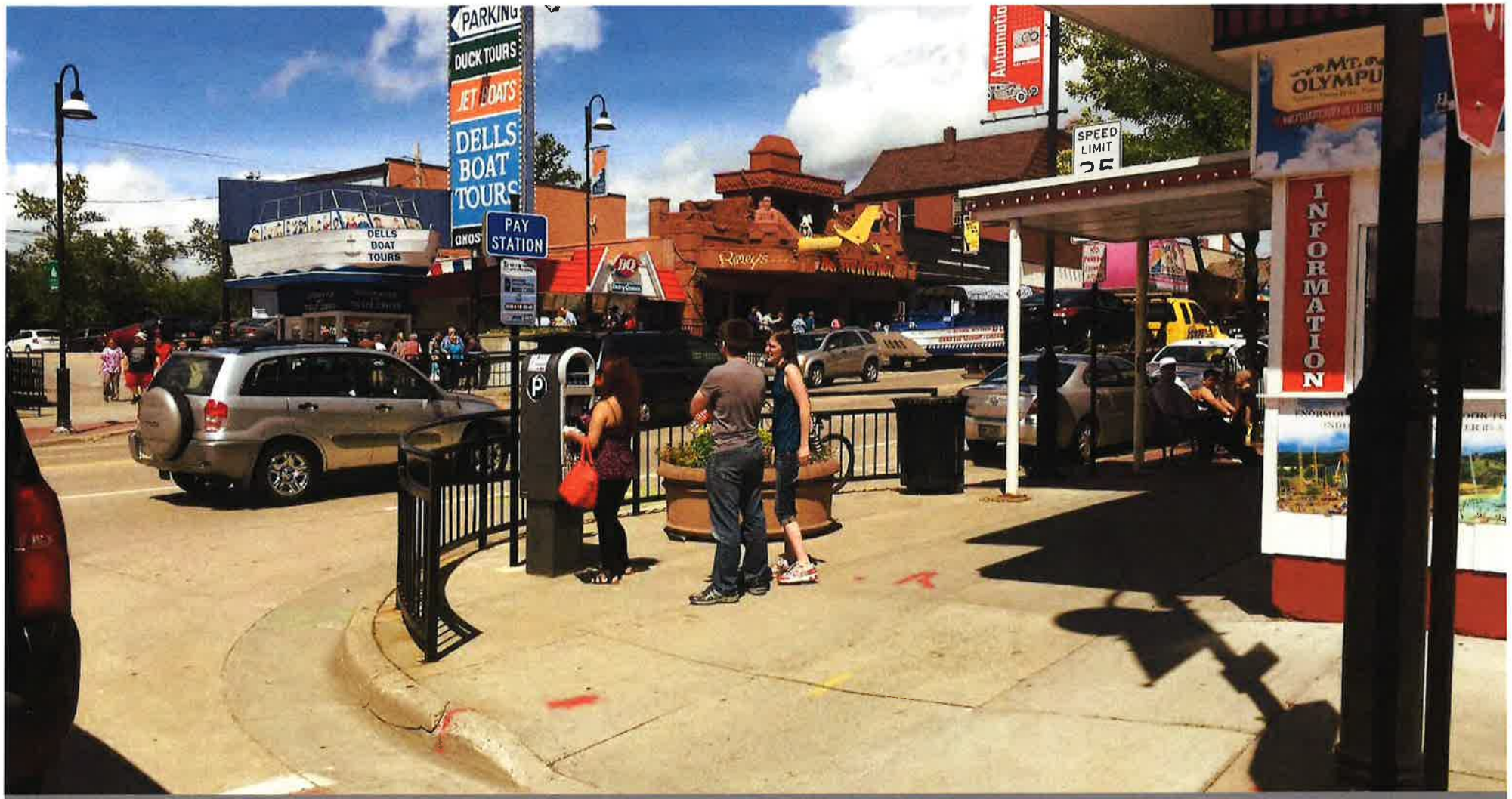

STOP
182

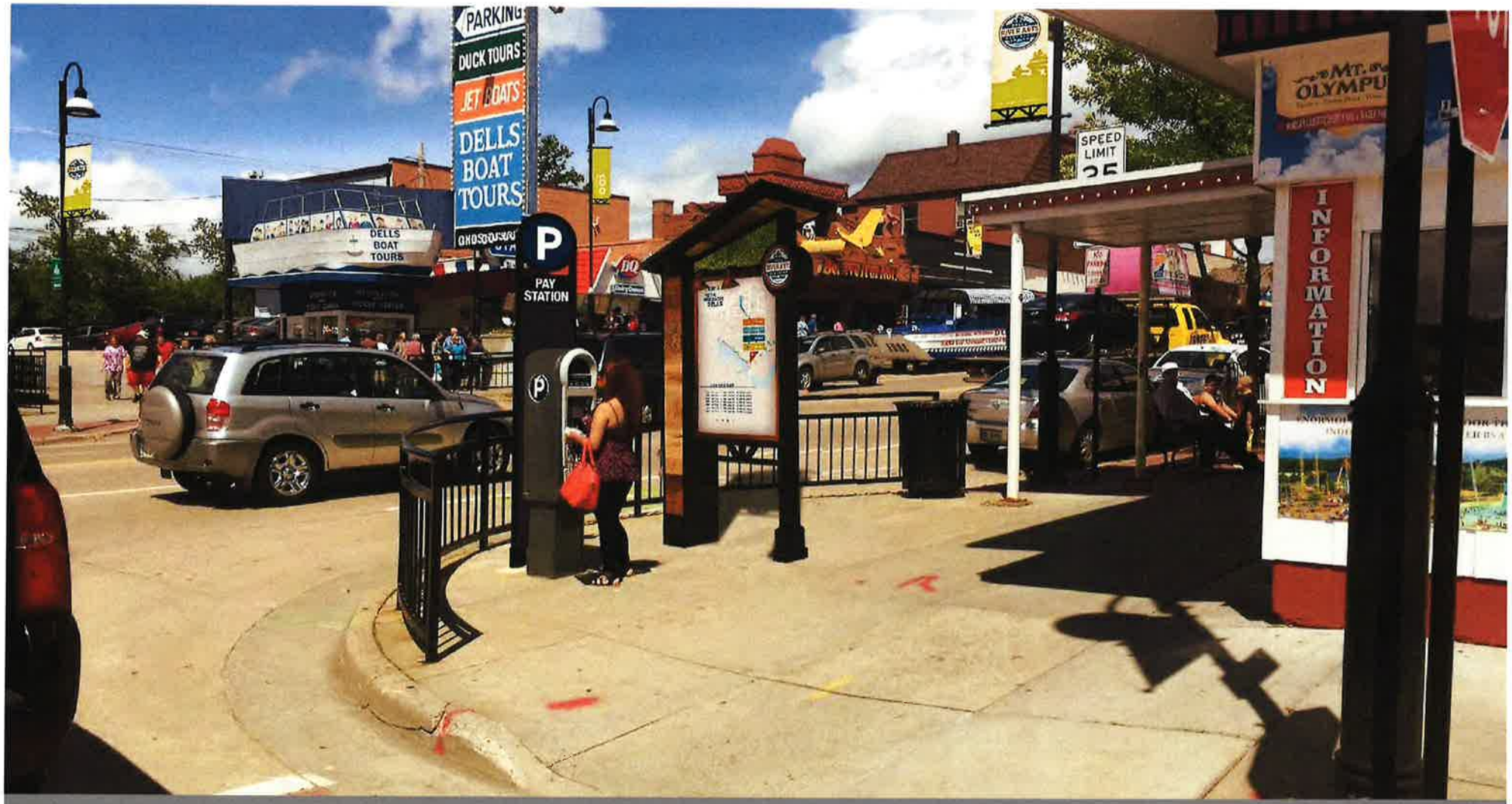
Proposed Public Parking Signage Wayfinding Family

GABLES
MOTEL
PARKING
HEATED POOL

Public Parking Signage Scheme One

Public Parking Signage Scheme Two


PARKING
DUCK TOURS
JET BOATS
DELLS BOAT TOURS
PAY STATION
DELLS BOAT TOURS
SPEED LIMIT
INFORMATION
MT. OLYMPU



Pay Station & Wayfinding/Events Calendar

PROPOSAL

ZEBRADOG
DYNAMIC ENVIRONMENT DESIGN

28 SEPTEMBER 2017 | CITY OF WISCONSIN DELLS | Wayfinding Fabrication & Installation | Chris Tollaksen - (608) 253-2542

Wisconsin Dells Wayfinding -ZD to Procure all Signage and Project Manage

Item #	Exhibit	Description	Qty	Fabrication & Installation (includes 25% markup)	High Resolution Production, Content Procurement & Production Management	Total Production, PM Fabrication & Installation
1	Wayfinding Directionals	Digitally printing sign panel	11	92,400	17,175	$109,575
				92,400	**17,175**	**$109,575**
2	Street Signs	metal sign topper- (design template only)	TBD		1,800	$1,800
				0	**1,800**	**$1,800**
3	Large Information Kiosk w/ monitor	signage frame	1	31,250	2,075	$33,325
		monitor procurement, content procurement, programming/coding	1	9,375	14,500	$23,875
		foundation	1	1,875	0	$1,875
		graphic insert	1		6,500	$6,500
				42,500	**23,075**	**$65,575**
4	Medium Information kiosk w/o monitor	signage frame	2	50,000	2,025	$52,025
		foundation	2	3,750	0	$3,750
		graphic insert	2	0	10,000	$10,000
				53,750	**12,025**	**$65,775**
5	Post & Panel Information Kiosk	signage frame	3	36,038	2,350	$38,388
		graphic insert	3		13,500	$13,500
				36,038	**15,850**	**$51,888**
6	Park Lot Destination Sign	Metal post and panel	11	65,794	17,850	$83,644
				65,794	**17,850**	**$83,644**
7	Pay Station Shield	Metal post and panel	11	48,400	2,275	$50,675
				48,400	**2,275**	**$50,675**
8	Parking Lot Banners	UV printed graphic	32	23,120	18,975	$42,095
				23,120	**18,975**	**$42,095**
9	Brandbumps	custom decorated 24" x 48" panels	57	19,950	7,925	$27,875
		installation by Brandbumps	57	1,140	0	$1,140
		travel/labor	1	3,563	0	$3,563
				24,653	**7,925**	**$32,578**
10	Civic Destination Sign	Post & Panel	9	54,450	4,300	$58,750
				54,450	**4,300**	**$58,750**
11	Misc	Labor to install items 1-8, and 10	1	34,950	0	$34,950
		Meeting with client and/or Site visits by Zebradog 5 trips with 1-2 staff members	5		6,600	$6,600
		Supervision of installations 4 days on site during installation	4		4,800	$4,800
		Mileage, meals - 9 trips			727	$727
				34,950	**12,127**	**$47,077**
	Total Fabrication & Installation (does not include sales tax)			**$476,055**	**$133,377**	**$609,432**