

**PARKING BOARD MEETING
CITY OF WISCONSIN DELLS
WEDNESDAY, APRIL 19, 2017**

1. Ald. Anderson called the meeting to order at 5:45P.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 Planner/Zoning Administrator Chris Tollaksen, City Attorney Joseph Hasler and Keshia Gregerson.

2. Motion by Keith Koehler seconded by Ald. Freel to approve the March 8, 2017 meeting minutes. Motion carried unanimously.
3. Chief Ward gave an update on the meters and lots. He stated that 100 new meter mechanism were being replaced, the posts have been pulled from the Elm Street lot and numbers have been placed on the asphalt. The new pay station kiosks will be going in now that the concrete pad work has been completed. Signage will be added. This was discussion only. No action was taken.
4. The committee discussed the area behind the Municipal Building that has been used as a make-shift parking lot for years. Chief Ward stated that cars continually get blocked in and it has become a constant headache. He added that local businesses are frustrated that the JAG has been allowed to use this as a free parking lot for their customers when people should be parking downtown so they go by other businesses as well. Chief Ward recommended the Parking Board lease the land from the city and turn it into a parking lot. He stated that it's an untapped revenue source that would pay for itself in no time. Keith Koehler stated that the area should be blocked off for the summer while the lot is being planned. Mayor Landers stated that the JAG had hinted that they wanted to expand into that area. He suggested that the area be closed off for now and that a kiosk and stall numbers be added to the existing Municipal Building parking lot. Concerns were brought up regarding the local residents that use the lot for pool and baseball parking. Chief Ward suggested a \$7 or \$10 parking pass for locals within the school district. Ald. Freel questioned if the Parking Board had the money to do all this. (Current reserve account balance is approximately \$150,000.) Kelli Trumble asked what the master plan for the area was; and if that lot was used to generate revenue, would the city be willing to part with that revenue in the future. Public Works Director David Holzem said blocking that area off was going to look tacky. He added that the committee should not jump into any decisions as there needs to be more discussion with those involved; in addition, the entire layout of area should be looked as there is more to it than just laying down blacktop and numbers. Motion by Mayor Landers seconded by Keith Koehler to have the Police Chief and Public Works Director work together in closing off the lot behind the Municipal Building with cyclone fencing until it can be paved, numbered and a kiosk installed; in addition to the Municipal Building parking lot becoming paid parking; and that parking passes for this area be available to local residents for a small fee. Motion carried 7-1 with Public Works Director Holzem voting no. Since the lot behind the Municipal Building is currently not a parking lot, the Parking Board's action regarding this would only be a recommendation. Item will be referred to the Public Works and Finance Committees.

5. Keith Koehler presented a request from the Safe Ride Program/Wisconsin Tavern League that they have designated parking spots and signage for taxi's participating in the program. The taxis would not be using the spots until after 9:00pm so meters would not be enforce at that time. They have run into issues where people are getting into taxis thinking they are part of this program and they are not so fees are being charged. They are requesting a spot by Show Mama's, the Bennett Studio and by the Keg. The Tavern League would pay for the signs. Ald. Freel asked what bars are using it the most and was told Showboat and the Keg. David Holzem suggested that the designated parking hours for the Safe Riding Parking be listed on the sign. Motion by Ald. Freel seconded by Mayor Landers to approve three Safe Ride Program parking locations and signage at the Police Chief's discretion. Motion carried unanimously.
6. Keith Koehler brought up for discussion the possibility of using parking lots for shuttle service during special events. Keith referenced the Rare Barrel Affair that was held at the Swan Barn Door. Kelli Trumble stated that shuttles are also used for the downtown wine walk. This was discussion only. No action was taken.
7. Next meeting was scheduled for Wednesday, May 10, 2017.
Agenda items to include:
 - ◆ Update on the Municipal Building area parking improvements
 - ◆ "Free Parking" signage for October 1st. The BID Committee would like to work with the Parking Board and Chief Ward to improve the system that was used last season.
 - ◆ Parking Lot and surrounding grounds maintenance. The BID Committee would like to know who is responsible to clean what areas.
8. Motion by Holzem seconded by Koehler to adjourn. Motion carried unanimously and the meeting adjourned at 6:30pm.

Nancy Holzem
City Clerk/Coordinator