

1 **VILLAGE OF SISTER BAY BOARD OF TRUSTEES MEETING MINUTES**
2 **TUESDAY, OCTOBER 21, 2014**
3 **SISTER BAY-LIBERTY GROVE FIRE STATION – 2258 MILL ROAD**
4

6 The October 21, 2014 meeting of the Village of Sister Bay Board of Trustees was called to order
7 by Village President Dave Lienau at 6:05 P.M.
8

9 **Present:** Village President Dave Lienau and Trustees Scott Baker, Shane Solomon, Pat Duffy,
10 Nora Zacek, and Kathy Enquist.
11

12 **Excused:** John Clove
13

14 **Staff Members:** Village Administrator Zeke Jackson, Finance Director Juliana Neuman, Utility
15 Superintendent Steve Jacobson and Janal Suppanz, Administrative Assistant.
16

17 **Others:** Laddie Chapman, Paige Funkhouser, Jack Money Penny, Drew Bickford, Jessica
18 Grasse, Heidi Hitzeman, Ron Kane, Larry Gajda, Greg Casperson, Kip Pagel, Denise Bhirdo,
19 Rodney Hedeem and one other individual.
20

21 **Approval of minutes as published:**

22 **As to the minutes for the August 19, 2014 meeting of the Village Board:**

23 *A motion was made by Duffy, seconded by Solomon that the minutes for the August 19, 2014*
24 *meeting of the Village Board be approved as presented. Motion carried – All ayes.*
25

26 **As to the minutes for the September 16, 2014 meeting of the Village Board:**

27 *A motion was made by Duffy, seconded by Solomon that the minutes for the September 16,*
28 *2014 meeting of the Village Board be approved as presented. Motion carried – All ayes.*
29

30 **Comments and Correspondence**

31 Lienau asked if anyone wished to address a non-agenda item. No one responded. He also
32 noted that the following pieces of correspondence were included in the meeting packets:

- 33 • A thank you letter from Adrienne Marks, the Coordinator of the Community Garden, for
34 all the support Village staff members gave her and the other gardeners this year.
- 35 • A donation request from Bill Chaudoir, the Executive Director of the Door County
36 Economic Development Corporation.
37

38 **New Village Board Business**

39 **Item No. 1. Presentation by Jack Money Penny of the Door County Visitor Bureau on strategic**
40 **community partnership funding and DCVB operations:**

41 The Door County Visitor Bureau, (DCVB), is the official tourism marketing organization for
42 Door County, and its mission is to foster long-term economic growth and stability in accord
43 with sustainable tourism practices. Jack Money Penny, the President/CEO of the DCVB
44 explained that he and the other employees at the DCVB are charged with doing marketing
45 which will bring people to Door County. They believe the local business associations are
46 responsible for planning activities and doing marketing which will bring people to their
47 respective communities. The Visitor Bureau's budget for 2014 is \$3.25 million. The DCVB is
48 charged with seeing that room tax revenues are spent in accord with the Wisconsin Statutes. A
49 portion of those revenues are distributed to the communities where room tax is collected. From

1 2009 to 2013 \$147,441.82 in Community Partnership funds has been paid to the Sister Bay
2 Advancement Association. Money Penny presented a handout which contained statistics
3 pertaining to room tax collection, the Strategic Community Partnership and visitor spending
4 and explained how the Strategic Community Partnership is administered. The DCVB's key
5 initiatives for 2014 were the "Cherry Campaign", expanded television buys into Madison,
6 Milwaukee, Northern Illinois, Chicago and the Fox Cities and creation of "Wind Down and
7 "Power Up" stations in Milwaukee and Madison.

8
9 The Board members thanked Money Penny for taking the time to attend this meeting, and
10 Money Penny urged them to contact him any time they have questions regarding the DCVB's
11 operations or room tax collections.

12
13 **Item No. 7. Presentation by the SBAA regarding 2014 activities; Discussion on the setting of**
14 **goals and expectations for the SBAA for 2015, and consider a motion for action, if appropriate:**

15 Paige Funkhouser, the SBAA Coordinator, made a Power Point presentation regarding the SBAA
16 and its goals and objectives. In 2007 Door County adopted a countywide room tax, and in
17 accord with prescribed procedures Community Partnership funds are paid to the SBAA on a
18 monthly basis. In 2010 Village officials decided to increase the SBAA's annual support to
19 \$50,000. At that time Funkhouser was hired. Her job duties are varied and she relies heavily on
20 volunteers. In 2014 the SBAA sponsored nine festivals and special events. The largest of those
21 events is Fall Fest. The 69th annual Fall Fest was a success in spite of some fairly nasty weather.
22 It appears that at least \$100,000 was withdrawn from ATM's which were situated throughout
23 the Village during Fall Fest, so there definitely was a positive impact on the businesses in and
24 around Sister Bay. This year commemorative t-shirts, sweatshirts, caps and mugs were sold in
25 an attempt to generate more revenues for the SBAA and offset festival costs. The Performance
26 Pavilion has been a wonderful addition to the Village, and Funkhouser is certain it will get a lot
27 use. It would be nice to bring some "big name" performers to the Village, but that could
28 become quite costly. Funkhouser has reached out to the management of the Door County
29 Auditorium about partnering on events which could be conducted in the pavilion and will
30 provide more information to Village officials as soon as it becomes available. At this time the
31 SBAA is considering alternating Movies In The Park with Concerts in the Park. Funkhouser
32 thanked the Village for all its support throughout the years and respectfully requested that
33 support in the amount of \$50,000 again be authorized for 2015. Business owners will be facing
34 challenging times in the next few years as there will be road construction going on and detours
35 will be in place, and they will need all the help they can get.

36
37 *A motion was made by Lienau, seconded by Solomon that the Village Board authorizes funding*
38 *of \$50,000 for the Sister Bay Advancement Association in 2015. Motion carried – All ayes.*

39
40 During discussion Duffy noted that there appears to be a difference of opinion as to what the
41 Village and SBAA's roles actually are, and suggested that a formal list of goals and objectives as
42 well as identified issues and potential solutions to them be created. It was the consensus that
43 this will be a good idea. The suggestion was made that a committee consisting of
44 representatives from both organizations be created to formulate that list, and Lienau indicated
45 that he will take the matter under advisement.

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47 *A vote was taken on Lienau and Solomon's motion and it carried – All ayes.*
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Item No. 3. Consider a motion to accept a proposal from Vandewalle and Associates for economic development and amend the CIP for 2014 to fund that proposal:

The Finance Committee has recommended that \$15,000 be allocated into the CIP for 2015 for economic development. An economic development proposal which was received from VandeWalle & Associates was included in the meeting packets. At this time Jackson is asking that the money be used to create an incubator space on the Braun property and prepare sell sheets for the properties which have been identified as having development potential. The two affected property owners have indicated that they would be willing to contribute \$2,000 each toward the cost of the sell sheets. The Braun property would be utilized for a seasonal market of a semi-permanent nature, thereby fostering the next generation of merchants in Sister Bay. The funding would be under the purview of the Economic Development Committee and would initially be handled as a special revenue fund.

A motion was made by Lienau, seconded by Baker that the Village will not proceed any further with the proposal from Vandewalle & Associates, except production of the sell sheets, which was included in the meeting packets, but will leave \$15,000 in the 2015 Economic Development CIP. In 2014 no more than \$4,000 in expenses related to creation of sell sheets for the properties which have been identified in the Downtown Redevelopment Plan as having development potential shall be incurred, but those funds shall not be withdrawn from the Economic Development CIP until January of 2015. The Board is expecting that the affected property owners will repay the Village for the cost of the sell sheets if and when the previously mentioned properties do sell. Motion carried – All ayes.

Item No. 4. Consider a motion to amend the contract with JJR, adding additional services for contract administration/site inspections of the Sister Bay Beach Expansion Project:

The Village plans to construct a 650' beach expansion along Waterfront Park. This project is complex and rather unique in nature, incorporating water, wastewater, stormwater and landscape engineering principles into its design. Relatively simple sounding items such as sand placement may become enormously expensive for the Village in future years if not done correctly the first time. JJR is the engineering firm that designed the beach expansion project, and utilizing them for site and contract administration would be a sound investment of public funds to ensure that corners are not cut by contractors and specs are met. A draft of a contract amendment document stating that up to four additional site visits are authorized was included in the meeting packets and the Board members jointly reviewed it. The estimated cost of JJR's additional services is \$10,880.

Duffy voiced concerns about spending the additional money when JJR is already very familiar with the project and the components of it.

A motion was made by Baker, seconded by Solomon that the Village Board approves a contract amendment with Smithgroup JJR for an amount not to exceed \$10,880. Motion carried with Duffy abstaining.

Item No. 5. Consider a motion to award a contract, contingent upon receipt of grant funding, to Death's Door Marine for the Sister Bay Beach Expansion Project in the amount of \$1,150,535, including Alternates #1 and #2 for surveying and stone testing; and consider a motion to authorize 5% overruns in change orders totaling \$57,526:

For a number of years the Village has planned for an expansion of the Sister Bay Beach, and the project was let for bids on two occasions. Because of cost considerations last year's bids were rejected, but this year's bids were more favorable, with Death's Door Marine placing the low bid of \$1,130,035 plus alternate charges of \$20,500. The Village has received a Letter of Intent

1 from the DNR to fund \$489,285 in grant funds, and the recommendation has been made that
2 Death's Door's bid be accepted. Staff members are requesting that the Board pre-authorize a
3 5% overrun in the amount of \$57,526 in order to handle unexpected expenses which may arise
4 during the construction phase.

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6 *A motion was made by Lienau, seconded by Duffy that the Village Board accepts the bid of*
7 *Death's Door Marine in the amount of \$1,130,035 for the construction of the Sister Bay Beach*
8 *Expansion Project, plus \$20,500 in alternates for surveying and stone testing, and authorizes the*
9 *execution of a contract for \$1,150,535, contingent upon formal approval of grant funding. The*
10 *Board also authorizes 5% overruns in change orders totaling \$57,526. Motion carried – All*
11 *eyes.*

12
13 *Concerns were voiced about the condition of the crib dock by the Boathouse, and it was*
14 *the consensus that this issue shall be referred to the Marina Committee. It was also the*
15 *consensus that the Village Administrator shall see that water depth levels are recorded for*
16 *the area in front of the Yacht Club at Sister Bay.*

17
18 **Item No. 9. Update on debt refinancing/advanced refunding of December, 2015 bond series;**
19 **Consider a motion to direct staff to take action if necessary:**

20 Traditional municipal financing arrangements required that municipal entities sought General
21 Obligation or Revenue Bonds through financial advisors and bond council. This arrangement is
22 no longer valid as market interest rates are substantially lower from retail banks. Back in 2005
23 the Village authorized \$15,000,000 in debt in order to receive favorable status before State
24 level legislative changes took effect. The Village's total obligations from all sources is
25 \$22,547,863, with \$15,560,000 in principal and \$6,987,863 in interest being due in 2031. The
26 bond call dates will come up in December of 2015. By calling the bonds and refinancing with
27 Baylake Bank at an interest rate of roughly 2% the Village will save approximately \$180,000 in
28 interest over the course of five years. The Finance Committee has recommended that this occur.

29
30 *It was the consensus that when applicable Jackson shall investigate the financing options which*
31 *are available and present his findings to the Finance Committee.*

32
33 *At 7:59 P.M. a brief recess was taken and the Board reconvened at 8:06 P.M.*

34
35 **Item No. 2. Consider a motion to amend the Village Board and Committee/Commission**
36 **Bylaws:**

37 The Parks Committee and Lienau are recommending that an Ad Hoc Marketing Committee,
38 consisting of two Trustees, one SBAA representative and one citizen be created. The members
39 of that committee will be charged with preparing a marketing plan to attract visitors to the
40 Village. They will also be asked to plan for rebranding of the Village and plan activities and
41 events which will attract visitors to the Village.

42
43 Drafts of revised versions of the Village Board and Committee/Commission Bylaws which
44 enable a Marketing Committee were included in the meeting packets and the Board members
45 jointly reviewed those documents.

46
47 *A motion was made by Lienau, seconded by Baker that the Village Board accepts the*
48 *recommendation of the Parks Committee and President Lienau and approves the revised*
49 *versions of the Village Board and Committee/Commission Bylaws which were reviewed at this*
50 *meeting as presented. Motion carried – All eyes.*

1 *A motion was made by Lienau, seconded by Enquist that the Village's Committee/Commission*
2 *Bylaws shall be revised in such fashion that they state that all members of Village Boards,*
3 *Commissions and Committees shall receive the standard meeting attendance rate of pay for*
4 *their services. Motion carried – All ayes.*

5
6 **Item No. 11. Consider a motion to confirm and appoint President Lienau's nomination of**
7 **qualified citizens to fill vacancies on committees, commissions and Boards in the Village:**

8 Lienau is recommending that Zacek be appointed to serve as the Village Liaison on the SBAA
9 Board of Directors and is also recommending that Solomon and Enquist as well as Paige
10 Funkhouser be appointed to the Ad Hoc Marketing Committee. (Solomon and Enquist will be
11 the designated Trustees, Funkhouser will be the SBAA representative, and a yet to be
12 determined citizen will still have to be appointed. The Chairperson of the Marketing Committee
13 shall be Solomon.)

14
15 *A motion was made by Lienau, seconded by Duffy that Shane Solomon, Kathy Enquist, and*
16 *Paige Funkhouser shall be appointed to the Ad Hoc Marketing Committee, and Nora Zacek*
17 *shall be appointed to serve as the Village Liaison on the SBAA Board of Directors. Solomon shall*
18 *serve as the Chair of the Marketing Committee. Motion carried – All ayes*

19
20 **Item No. 6. Consider a motion to act on the recommendation of the Parks Committee to**
21 **adopt a Parks Pass Policy for Sister Bay residents and impose use fees for non-residents at the**
22 **Sports Complex/TKH Ice Rink:**

23 The suggestion has been made that seasonal "Parks Passes" be issued to Village residents as
24 well as property and business owners, but that non-residents and non-property owners be
25 charged fees to use the TKH Ice Rink and other Sports Complex appurtenances. An example of
26 a "Parks Pass" and a proposed fee schedule was included in the meeting packets, and the
27 Board members jointly reviewed that document. The Parks Committee has recommended that
28 all children 10 years of age and under be admitted to the Sports Complex free of charge, but
29 that non-residents and non-property owners who are over that age be charged the following
30 fees:

31 Individual Use Fee - \$3.00 Per Day
32 "Car Load"/Family Fee - \$6.00 Per Day
33 Non-Resident Organized League Member Season Pass - \$10.00
34 Individual/"Car Load"/Family Season Pass - \$25.00
35

36 Enquist noted that she likes the Dog Park and would like to see it grow, but believes fees should
37 be charged for the use of that facility. She also believes any and all dog owners who use the
38 Dog Park should be required to provide proof that their dog(s) has/have been vaccinated. The
39 Board members indicated that they do not believe it would be appropriate to charge fees for the
40 use of the Dog Park, but would like to see the possibility of placing a donation canister out
41 there considered. The vaccination issue will be referred to the Parks Committee for further
42 consideration.

43
44 *It was the consensus that only the TKH Ice Rink and Sports Complex should be mentioned on*
45 *the back of the Parks Pass.*

46
47 *A motion was made by Solomon, seconded by Baker that the Village Board accepts the*
48 *recommendation of the Parks Committee and adopts a Parks Pass system. The proposed fee*
49 *schedule for non-residents and non-property owners is approved as presented, and the pass is*
50 *approved as amended. Motion carried – All ayes.*

1 **Item No. 8. Preliminary presentation of the 2015 budget and discussion thereof; Consider a**
2 **motion to hold a public hearing on November 18, 2014 for public comment and adoption of**
3 **that budget:**

4 A draft of the proposed 2015 budget for the Village of Sister Bay was included in the meeting
5 packets and the Board members jointly reviewed that document. A number of standing and ad
6 hoc committees as well as the Finance Committee have recommended that a public hearing be
7 conducted regarding the draft budget.

8
9 *A motion was made by Lienau, seconded by Zacek that the Village Board accepts the*
10 *recommendations of a number of standing and ad hoc committees as well as the Finance*
11 *Committee and authorizes staff to schedule a public hearing regarding the proposed Village of*
12 *Sister Bay Budget for 2015. That hearing shall be conducted in the Large Meeting Room at the*
13 *Sister Bay-Liberty Grove Fire Department at 6:00 P.M. on November 18, 2014. Motion carried*
14 *– All ayes.*

15
16 **Item No. 10. Consider a motion to adopt Resolution No. 298, authorizing the sale of Parcel**
17 **No. 181-21-0501A located at 2362 Mill Road to the Wisconsin Department of Transportation**
18 **as well as Al and Terry Gokey:**

19 Traditional municipal management places a great deal of responsibility with the
20 Administrator/Manager. Asset disposal/development is traditionally one of those tasks. A draft of
21 Resolution No. 298, which authorizes the sale of a portion of Village of Sister Bay Parcel No.
22 181-21-0501A to the Wisconsin Department of Transportation and authorizes the sale of the
23 remaining portion of that parcel to Al and Tara Gokey was included in the meeting packets.

24
25 *Several of the Board members indicated that they believe the possibility of selling the property*
26 *to the Gokeys should be referred to the Finance Committee for review and consideration. They*
27 *also suggested that the property be advertised as being for sale for the best offer, and indicated*
28 *that they would like to see two separate Resolutions related to the sale of the previously*
29 *mentioned property created. It was the consensus that this agenda item shall be tabled until the*
30 *November meeting of the Village Board.*

31
32 **Item No. 12. Report on County activities from the County Supervisor, Dave Lienau:**

33 Lienau gave the following oral report:

- 34
 - *The County's Finance Committee has forwarded the 2015 Budget to the County Board.*
 - *The Administrative Committee is continuing to work on the County's Employee Compensation Plan.*

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37
38 **Item No. 13. Review of the financial statements and consideration of a motion to approve the**
39 **monthly bills:**

40 Payment Approval Reports for the period September 18, 2014 through October 21, 2014 were
41 included in the meeting packets, and the Board members jointly reviewed those documents.

42
43 *A motion was made by Baker, seconded by Solomon that the monthly bills depicted on the*
44 *reports which were included in the meeting packets totaling \$569,174.11 are all approved.*
45 *Motion carried – All ayes.*

46
47 *A motion was made by Lienau, seconded by that the quarterly support for the SBAA in the*
48 *amount of \$12,500 shall be released as soon as possible. Motion carried – All ayes.*

1 **Committee Reports:**

2 **(1) Administrative Committee/Public Relations Committee**

3 The Administrative Committee/Public Relations Committee formulated the previously
4 mentioned By-Law revisions.

5
6 **(2) Bay Shore Drive Reconstruction Oversight Ad Hoc Committee**

7 The Bay Shore Drive Reconstruction Oversight Ad Hoc Committee has not met recently.

8
9 **(3) Communication and Technology Committee**

10 The Communication and Technology Committee has not met recently.

11
12 **(4) Door County Coastal Byways Commission**

13 No action based on the minutes which were included in the meeting packets.

14
15 **(5) DCEDC**

16 No action based on the minutes which were included in the meeting packets. The DCEDC met
17 on October 13, 2014 and at that meeting a presentation was made regarding future plans for
18 Horseshoe Bay Farms.

19
20 **(6) Economic Development Committee**

21 The Economic Development Committee has not met recently.

22
23 **(7) Finance Committee**

24 No action based on the minutes which were included in the meeting packets.

25
26 **(8) Fire Board and Fire District Exploratory Committee:**

27 No action based on the minutes which were included in the meeting packets.

28
29 The Fire District Exploratory Committee is continuing to meet. Discussions are still taking place
30 regarding the makeup of the Board of Directors.

31
32 **(9) Historical Society**

33 The Historical Society Board of Directors met recently but the minutes have not been received
34 yet. Unfortunately it does not appear that the Historical Society will be able to raise the
35 necessary funds for the purchase and/or moving of the Old School. The Corner of the Past has
36 been closed for the season.

37
38 **(10) Library Commission**

39 No action based on the minutes which were included in the meeting packets. The next meeting
40 of the Commission is scheduled for November 12, 2014.

41
42 **(11) Marina Committee and Marina Fest Committee:**

43 No action based on the minutes which were included in the meeting packets. The Marina is
44 now closed for the season.

45
46 The Marina Fest Wrap-Up Meeting was conducted last night. Many favorable and positive
47 comments were heard about this year's Marina Fest.

48
49 **(12) Parks**

50 No action based on the minutes which were included in the meeting packets.

1 **(13) Personnel Committee**

2 The Personnel Committee has not met recently.

3
4 **(14) Plan Commission**

5 No action based on the minutes which were included in the meeting packets.

6
7 **(15) SBAA**

8 The SBAA Board of Directors met on Thursday, October 2nd, but those minutes have not been
9 completed yet.

10
11 **(16) Teen Center**

12 The Teen Center Board has not met recently.

13
14 **(17) Tourism Zone Commission**

15 No action based on the minutes which were included in the meeting packets. The question has
16 arisen as to whether the room tax laws apply to marinas and campgrounds, and that issue has
17 been referred to the Commission's attorney.

18
19 **(18) Utilities – Water, Sewer, and Storm Sewer Committees**

20 No action based on the minutes which were included in the meeting packets.

21
22 Duffy noted that the Utilities Superintendent has expressed interest in having some Village
23 owned properties designated as potential locations for spreading of sludge. The Utilities
24 Committee was asked to make a formal recommendation regarding this issue.

25
26 **(19) Administration/Compensation Oversight**

27 No action based on the minutes which were included in the meeting packets.

28
29 **(20) Waterfront Oversight**

30 The Waterfront Oversight Committee has not met recently.

31
32 **12. Discussion regarding matters to be placed on a future agenda or referred to a committee,**
33 **official or employee:**

34 It was the consensus that:

- 35 • The possibility of installing a donation canister out at the Dog Park as well as the
36 possibility of initiating a policy that all dog owners who use the Dog Park must
37 provide proof of vaccinations to the personnel in the Administration Office shall be
38 referred to the Parks Committee.
 - 39 • The possibility of selling the portion of Parcel No. 181-21-0501 the Gokeys have
40 expressed interest in shall be referred to the Finance Committee.
 - 41 • Two separate draft Resolutions shall be prepared regarding the sale of Parcel No.
42 181-21-0501A, and those documents shall be addressed at the November Village
43 Board Meeting.
 - 44 • The Utilities Committee shall be asked to make a recommendation regarding
45 changing the zoning classification for an area identified in the Sludge Study from
46 Parkland to Institutional.
 - 47 • The Marina Committee shall be asked to discuss the condition of the crib dock by
48 the Boathouse.
- 49

- 1 • The Village Administrator shall see that water depth levels are recorded for the area
2 in front of the Yacht Club at Sister Bay.

3

4 **Adjournment:**

5 *A motion was made by Solomon, seconded by Baker to adjourn the meeting of the Board of*
6 *Trustees at 9:19 P.M. Motion carried – All ayes,*

7

8 Respectfully submitted,



9

10 Janal Suppanz,
11 Administrative Assistant

12