

AGENDA
SOUTHPORT BEACH HOUSE CITIZEN COMMITTEE
City of Kenosha Municipal Building – 625 52nd Street, Room 204
Thursday, October 24, 2013 - 7:00 pm

Chairman: **Michael J. Orth**

Members: **George W. Clarke** **Margaret Heller**
 Robert Merletti **James J. Mosley**
 Barbara J. Stein-Lendman **Michael J. Thomey**

1. Approval of the minutes of the October 9, 2013 meeting
2. Status of the Pat Crawford Jazz Band Open Rehearsal on Wednesday, October 23, 2013
3. Future events to market the Beach House
4. The proposal to make the beach house more accessible on weekdays
5. The 2014 budget
6. The unspent money for the 2013 renovations (\$281,000)
7. Proposed meeting with the mayor

MINUTES
SOUTHPORT BEACH HOUSE CITIZEN COMMITTEE
City of Kenosha Municipal Building – 625 52nd Street, Room 204
Wednesday, October 9, 2013 - 7:00 pm

The meeting was called to order at 7:00pm by Vice Chairman Margaret Heller, a quorum was present. The following members were present: George W. Clarke, Robert Merletti, Barbara J. Stein-Lendman and James J. Mosley. Joan Wilk and Michael J. Thomey were absent. Alderman Anthony Kennedy was in attendance due to Alderman Michael Orth's absence.

- Margaret - Spoke about the resolution that passed at Common Council to suspend construction of a dog park and the resolution that passed Park Commission to allow use of Beach House for weekdays without fee for a limited period of time in Autumn 2013. She asked how do we proceed with the City for weekday use? Does the Pat Crawford Band coordinate those events? She is willing to be there. She is also getting calls from yoga teachers to hold classes so need to schedule days for that. She is slowly learning the process of Common Council.
- Kennedy - Explained free use of Southport Beach House Autumn 2013 is October – December 1st only as approved by Park Commission.
- Margaret - Why is the Southport Beach House closed January thru mid March?
- George - What are people told when they call to use during those months?
- Margaret - Asked Alderman Kennedy how this committee can have it available during those months?
- Kennedy - That answer should be asked of the Parks Commission/Jeff Warnock.
- Margaret - The purpose of this committee is to get utilization increased and she is getting a lot of calls from her website. She asked Alderman Kennedy about the repair of the windows. Kennedy answered that direct question should go to Jeff Warnock. She also asked if he has trouble getting a hold of Jeff? The committee has been successful with the first recommendation of the Pat Crawford Band using the Beach House for rehearsal on the second and fourth Wednesdays of the month.
- Robert - Stated he hopes they use long term for rehearsal place but this is a short term plan for now
- Margaret - The idea is to have open rehearsal and the committee can pull out tables for cards and puzzles to get people and families there for winter activities while listening to live music.
- Robert - Asked Alderman Kennedy about having food trucks come to Southport Park. Alderman Kennedy answered how food trucks and peddler stands work in parks. He doesn't see it being a problem. Park Commission has approved in the past, for example a bonfire in a park or on a beach. Robert asked how does the committee go about this great opportunity for food vendors? How to inform vendors? Alderman Kennedy answered that question is for Jeff Warnock.
- Margaret - The idea is to make the Beach House nice enough that people come back a second time.
- Robert - What about the potential of the Pat Crawford Band practicing on 10/31/13 with a bonfire and maybe a food truck?

- Barbara - St Joe's High school homecoming has a bonfire every year – does Park Commission approve?
- Margaret - This will take all of the committee working on as the point is to get people to come down and see the Southport Beach House.
- Barbara - Her only concern would be with children who aren't supervised. So many kids in that area trick or treat. Security could be needed.
- Margaret - Police will probably be out since trick or treating is at night this year.
- Kennedy - Thinks permanent place for Pat Crawford Band is great. But asked who is the responsible party? The committee is putting cart before horse. The committee could be in interface as it could be an advantage for Southport Beach House Committee event. But who does work? Who is responsible if something is messed up?
- Barbara - What is City's liability for other citizens renting? Alderman Kennedy explained city liability insurance and said some events require additional insurance like Mahone Jazz Festival.
- Kennedy - Thinks of committee as advisory helping other groups.
- Robert - Pat Crawford Band would be responsible but Halloween event would be co-sponsored event but moving forward it would be Pat Crawford Bands responsibility.
- Kennedy - Used Mahone Jazz Fest as an example. They get permits.
- George - Thinks its great the committee has authority for groups to use Southport Beach House. Critically important to develop formal agreement. The committee does not know what is permitted or the criteria for rental and it could be alleged the committee is not being fair. Rentals need to be consistent. The committee is accountable to Park Commission and the City.
- Margaret - Seconded what George said. Halloween may not be good for the committee's first event. Feels strongly that they need to stick to Wednesday nights with Pat Crawford Band rehearsals. She wants the public to come and thinks it is a good event for a week night.
- Robert - Said he is fine with that.
- George - Who will be responsible for opening and closing the building? Margaret has volunteered. It should be a Park employee not Margaret. Robert said it should follow the same process as those who rent it. George would like to make it easier than having a group pick up keys and returning them.
- Barbara - What happens when renter damages the building? Margaret explained there is a deposit required for rental in case of damage.
- Margaret passed out a Master Plan for the committee's goals as she sees it and explained. These are her recommendations to get something on paper to increase usage.
- James - Huge fan of increased use on week days. Explained how the Moose Club does rentals.
- Margaret - Feels revenue from rentals should go to Southport Beach House not general fund. There needs to be a better accounting method to use revenue for future repairs.

- Robert - Likes all suggestions so far.
- George - How do we do it?
- Margaret - Committee gives recommendations to Park Commission. Didn't update James on two recommendations that were voted on and passed. Would like the Master Plan she handed out to be reviewed and voted on.
- Barbara - Likes first and second suggestions. How do we get the City on board? So easy to do rentals online.
- Margaret - Feels there needs to be a major change to rent Beach House. Setting up a website is only \$100. Must change how city employees have always done it. City employees would have to use website. Cannot view availability of Beach House on City website (advised by Secretary it can be viewed). Gave James a test to pull up information on City's website. James said he found the information pretty easy once he knew where to look.
- George - City may not take committees recommendations. He feels the committee does not know enough. Is rental fee a deterrent? Before talk about lowering rates the committee needs to know if it will increase usage? If successful with Pat Crawford Band using Beach House will it entice other people to use? It will create awareness. Do we have a way to measure interest?
- Robert - Asked if clerical staff could log calls to track information for Beach House inquiries.
- Margaret - Doesn't think city website is user friendly. Rates are too high for week day rentals.
- Robert - The committee needs to do comparisons with other venues to get competitive rates and get a baseline.
- Barbara - Why were fees raised? Alderman Kennedy explained there was a comprehensive review and fees were found too low. She asked "What was reviewed?" Alderman Kennedy replied other cities venues were compared to get fee structure.
- Kennedy - There needs to be an innerface with the Consultant, Park Administration, Park Engineering and Chairman Orth. Committee thought resolution for weekday use went through December but is only until December 1st. Thinks if ideas are brought forward they would be considered. Any talk of changing website means resource utilization and that is out of purview of committee. There was a suggestion of having a flash page. Barbara commented that there should be better use of the website. Alderman Kennedy replied if you want the website more user friendly that a good suggestion.
- Margaret - Committee has been to all SAA Meetings so they don't need to meet with them again. Alderman Kennedy said he is asking committee to talk to consultants as a tool because they have knowledge that can be tapped into.
- Kennedy - Asked the committee where do you want to go? He doesn't feel the committee has the right people/resources in place to get to road map.
- Robert - Doesn't understand how meeting with SAA will help group.
- Kennedy - SAA can research what other cities do. Southport Beach House not in CORP plans. Augmentation needs to be included in Southport Master Plan.

- George - When committee was formed in his opinion, there should have been a meeting with Mayor Bosman and Chairman Orth to have a pointed discussion about purview of committee. There is no mechanism to measure success. The committee doesn't know what it is empowered to do. What assurances are there that suggestions will move forward? The committee is not empowered to spend money.
- Kennedy - Wants to give the committee the tools to succeed.
- Margaret - Committee wants to schedule classes but aren't able.
- Barbara - Committee is frustrated, feels like they are not well served, and not getting answers to questions.
- George - There is \$281,000 budgeted minus dog park. What has been done this year? Have there been any RFP's? Anything done to the building? Alderman Kennedy responded he can get answers to those questions. George replied that there is an approved project but nothing has been done.
- James - Asked the time frame on sprinklers. Margaret replied that the City is not going to do sprinklers, they wanted Parkside to do them when they used the building. She said the City can do what it wants when it wants. Margaret also told the committee she heard \$100,000 was taken out of the CIP for the Beach House. The dog park was going backward not an enhancement to park.
- George - Told Alderman Kennedy his explanation of money not connected. Why isn't there an RFP out there for work to be done? Alderman Kennedy tried to explain the process. He will find out how money for the Beach House has been spent. The plan for how the committee meets demand is not there. City Administration is coming up with plan to meet task and money probably spent on Engineering.
- Robert - Understands the committee doesn't have the right tunnel/channels into city government. They can make more recommendations toward fee structures and utilization. He would like to have at the next meeting Mayor Bosman, Jeff Warnock and Chairman Michael Orth. He also asked who are the advocates for the committee?
- Kennedy - Requested motion for committee to send two people to meet with Mayor Bosman, Jeff Warnock and Park Engineer so that they can talk about where disconnects come from. He will write a resolution to fix it if needed. It was never his intention to insult anybody. He wants to empower the committee to do the job they want to do. Feels it is important that Park Commission gets Southport Beach House Citizen Committee minutes, they have not because others don't think it's important. He will make it become an agenda item. The Project Status Report with anything to do with the Southport Beach House should go to the Southport Beach House Citizen Committee.
- Margaret - Replied the committee asked to meet with Mayor Bosman and Jeff Warnock and they were told no. The committee was told "I'll find out" and never got answers.
- Kennedy - Explained he feels this committee is being used to get back at Administration. Neither the Alderperson of the District nor Mayor Bosman gave names to staff committee.
- Margaret - Regardless of politics, the committee feels they are running a race and more hurdles are put up. It is like going in a loop. They want to make sure the Beach House is used as Community Center and makes money. In order to do that there need to be lower rates, the building more secure and fixed up.

- Kennedy - Replied it is the Chairman's job to manage the committee's expectations.
- Barbara - Asked if Alderman Kennedy understand how much Dr. Heller has done. She has worked as a one person corporation to get this done. The building has no air condition so fans are used in the windows. These issues need to be addressed. The committee's vision is the building's use.
- Kennedy - Explained the City made a commitment to the Southport Beach House with money. The committee doesn't have innerface to get from here to there. There are a slew of resources to use but they don't have right mix of people to move ideas forward. Alderman Kennedy praised Dr. Heller's efforts.
- Margaret - Mike Lemens sent updates through July but nothing lately. She would like her suggestions reviewed and have back by end of week to bring to Park Commission.
- Kennedy - The committee needs to come up with a big idea that SAA can put together as a task order. It is their job to make it a reality with Park Administration/Engineering and augment Southport Park Plan. Park Administration brings to Park Commission a set of task orders that amend Southport Park Plan. He explained it was SAA who identified grants to apply for for the Beach House.
- Barbara - Feels the money hasn't been used and it will go away. Why go to SAA and Engineering when the money is not used to fix the Beach House. Alderman Kennedy feels a lot has been done. We have money.
- George - Asked what went into RFP? What has been spent?
- Kennedy - He knows there was a report on the condition of the brick. Barbara replied that nothing has been done on the terrace or downstairs and now have to go through winter and start over in spring.
- Margaret - The committee is asking the City to treat the Beach House as a person treats their home.
- Kennedy - Gave an explanation regarding Simmons Bath House. The City did work and nothing happened because the DNR said there cannot be a restaurant so close to the lake. He said he wants to do better with the Beach House. He explained that the CIP is a planning document and year 1 is where money has been appropriated whereas the other years are planning. Don't use years 2, 3, 4, and 5.
- George - Went on the record expressing gratitude to Alderman Kennedy for being at meeting tonight. Other Park Commissioners have shown no interest in meetings. There are still questions that exist that Alderman Kennedy is unable to answer. What is budgeted and planned? Why not answer what has been done?
- Kennedy - Explained again there is a communication problem between CORP Plan, Master Plan and where the money been spent. Everyone needs a better visualization of where we are at. Gave Strawberry Park as example - if he could give a graph to show how the planning was done and how the City is doing construction now. He will get answers but doesn't think the committee will like them. He knows money has been spent in house on planning/engineering.
- Robert - SAA and Engberg Anderson have been in the Beach House. What more needs to be done?
- George - Project has been identified, prioritized and appropriated.

Robert - What type of work is City Engineering doing?

Kennedy - The City is not doing quick patches anymore.

George - Asked if it is outside of what money was budgeted?

Margaret - Said a homeowner doesn't have years to fix their house.

James - Said projects can take years. The committee needs to get answers on how can fix.

George - Answers from Alderman Kennedy are immaterial. He doesn't see advantage of Alderman Kennedy's idea of meeting with only two members of committee. Why not the whole committee?

Robert - Can't lose sight this is a Mayoral appointed committee. The Mayor has not once set forth any guidelines for committee. Feels that is not the committees' problems but City's problems.

Kennedy - The committee has invested in Dr. Heller and Chairman Orth as leaders. He wants to fix and make it work.

It was moved by George Clark, seconded by Robert Merletti that the committee set up a meeting with Chairman Orth, Mayor Bosman and Jeff Warnock for purview of Southport Beach House Citizen Committee. Motion passed 5-0

George - Asked how does the motion get communicated? Alderman Kennedy answered by resolution or just set appointment. George asked Alderman Kennedy if he's be willing to introduce a resolution that includes the whole Citizen's Committee? He also asked if it could be voted down.

Margaret - Asked for feedback by Thursday, October 17, 2013. The committee will present as next recommendation.

It was moved by Barbara Stein-Lendman, seconded by Robert Merletti to approve the minutes of the September 10, 2013 meeting.

The next meeting is scheduled for Thursday, October 24, 2013 at 7pm in Room 204.

It was moved by George Clarke, seconded by Robert Merletti to adjourn at 9:10pm.

Page 2 Master Plan for Southport Park

“Building Survey Summary The exterior appearance of the building is that of an abandoned building with the majority of the doorways and windows sealed or boarded over due to vandalism, The flush metal doors of the upper level’s primary entrance completely hide any hint of what is to be found inside, In general, the exterior appearance simply says, “Closed Stay out.”

Purpose of this recommendation: to increase rentals of the building.

Barriers

1. Expense
2. Ease of access for rental online
3. Security of the building and keys for rentals.

1. The rental rate in 2012 was \$40/hr with a 4 hour minimum for resident and I believe \$75 an hour for non residents. In 2013 the rates increased to \$50/ hour for residents and stayed the same for non-residents. Mr Pacetti indicated last September that he was considering a rate increase for weekends and a decrease for weekdays. People renting on weekends for wedding complain that the cost is higher than the standard for the area; however, some brides rent it starting at 10:00 in the morning for decorating and pay for 12 hours or \$600 for the day and other rent it from 5-10 and have the keys all day anyway. The new and beautiful Cirque on 7th is \$700.

- A. Lower weekday rates to \$20/hour and \$10 for any hours after that. This would be for residents only with no minimum on Monday – Thursday. Renters would be responsible for cleaning up as they leave because they are enjoying a reduced rate.
- B. Have a set charge for the day for weekend use on Saturday and Friday. Weddings – example: \$350 and let them decorate whenever they want to.
- C. If successful the increased revenue could pay for a permanent employee for scheduling and organizing

2. Have an online website for rental of the building with a calendar of events and payment with credit card. Two city employees have said that they “like to see the people who rent the building”; however, this is 2013 and we rent hotel suites, cars, vacation homes all without being seen and this is more about the custom/ the way it has always been done rather than what needs to happen. The current process means that a renter has to take off work to get to city hall during work hours to see the schedule and make the reservation; another time to pick up the key before the event; and then again to return the key.

Example of a website that allows you to see a schedule and rent:

Vrbo.com

Vacation rentals

A person can decide that they want to go to Hawaii in the middle of the night, go online and look over vacation homes after seeing various hotels/choices, and then book online and go back to bed. Reservations are secured with a credit card and if the person fails to show the vacation rental has rules regarding refunds.

This schedule should include weekdays so that if a folk dancing group wants to organize for Tuesday nights they can schedule and pre-pay for several months. Hours can be blocked off for cleaning or repairs and any community functions that have traditionally been there.

There can be a separate account through the credit card company where funds can be deposited and used for the repair and upkeep of the Beach House rather than going into the General Fund. With research I have completed the cost for the Beach House as stated in the budget is about \$13,000 a year and weddings/receptions are estimated to bring in \$20,000-\$26,000 a year.

3. Security of the building is an issue. What is the procedure now? There was a city employee at the Beach House when I locked up on a Friday night for my daughter’s reception. He was there to make sure we left at the stated hour and that we did a general clean up.

A. the building should have a security camera

B. there are various keyless keypads in which a combination can be changed daily by a city employee. As it is there is nothing to prevent a renter from having a key made and using the building at a later date. I was told that there was a rock band practicing there one evening last summer when they were not scheduled to be

there. I have heard that Anytime Fitness uses one as they are open 24 hours and need a secure system to protect people working out.