

CITY OF ALTOONA, WI
REGULAR COUNCIL MEETING MINUTES
June 9, 2016

(I) Call Meeting to Order

Mayor Brendan Pratt called the meeting to order at 6:00 p.m. held in the Council Chambers at Altoona City Hall.

(II) Pledge of Allegiance

Mayor Pratt led the Common Council and others in attendance in the Pledge of Allegiance.

(III) Roll Call

City Clerk Cindy Bauer called the roll. Mayor Brendan Pratt, Council Persons Dale Stuber, Andrew Schlafer, Ray Henning, Tim Sexton, and David Rowe were present. Also Present: Attorney Steve Weld, City Administrator Mike Golat, Police and Fire Chief Jesse James, City Planner Joshua Clements, Management Analyst Roy Atkinson, Recreation Manager Debra Goldbach, Finance Director Tina Nelson, and City Clerk Cindy Bauer.

Absent: Council Member Red Hanks

(IV) Citizen Participation Period

Council Member Rowe commented that Cinder City Days has started this evening and will continue through the weekend. Rowe thanked Ray Henning and the Altoona Lions Club for all their work and contribution to the community.

Council Member Henning mentioned that former Council Member Dennis Jahnke passed away this past week.

Motion by Rowe/Henning to close Citizen Participation Period. **Motion carried.**

(V) Approval of minutes.

Motion by Henning/Rowe to approve the minutes of the May 26, 2016 Regular Council meeting. **Motion carried.**

(VI) City Officers/Department Heads Report

Police Chief James reported that the Altoona Police Department sent three Police Officers to SWAT training during the week of May 23rd, 2016.

City Committee Reports - None.

(VII) Unfinished business – none.

(VIII) New Business

(1) Presentation by the River Valley Architects regarding the Prairie Event Center design. Possible discussion and consideration on related items to follow.

City Administrator Golat explained that the City hired River Valley Architects (RVA) to design the Prairie Event Center. Golat recalled the discussion centered on hiring an independent expert to gather pertinent information related to operating an event center. Staff is seeking clarification on whether there is Council consensus to move forward with the study, and, if so, what specific questions the study should address and what the budget for the study should be.

Jamey Bowe of River Valley Architects was present at the meeting to provide a project progress report to confirm they are meeting Council members' expectations with respect to space programming and building design. A proposed floor plan as well as preliminary elevations was available for review. A report on a recent visit to Windsor Heights, Iowa to inspect an event center was also provided. Bowe provided an overview and

some design concepts. The probable project cost ranges from \$1.8 – 2.1 million. The next step will be Specific Implementation Plan submittals, continue with the design process, finalize construction and bidding documents, then start the project.

Recreation Manager Goldbach mentioned some of the classes that the Parks & Recreation could provide. Those include the following: Sports/fitness classes whether it be inside the facility or in the park, library programs, art and cooking classes. The event center could also be available for small size meetings.

Council Member Rowe questioned if the event center will be affordable for people to rent the facility.

Mayor Pratt said there are endless opportunities such as weddings, graduations, recreational activities, meetings, that this building will be utilized. The Park & Rec Department currently has no place to hold programs. The event center will serve the community.

Kevin Erickson, LaCrosse Signs commented on the feasibility of the event center being used for meetings.

Council Member Schlafer referenced the Civic Center in Eau Claire. Schlafer stressed the necessity of the facility being utilized and having constant cash flow coming in to the City. Schlafer reiterated that he would like to see an independent study done on the event center to see what cash flow will be generated. Schlafer commented on other facilities in the area that provide services for wedding receptions.

Council Member Henning commented that the purpose of the event center is not only for weddings. It will be a rentable space for people to rent and use. He did not think the proposed event center design is too big. Henning said the building will serve the needs of the community.

Mayor Pratt commented that he liked the design and layout of the event center. Pratt reminded Council that they already voted on the building being built; Council is at the point to basically approve the design of the building.

Council Member Rowe also had concerns with the event center and supported Council Member Schlafer regarding the independent study. Rowe questioned if Council needed more information before making a final decision on the amount of money being spent on the building.

City Administrator Golat said when he gave the presentation on the building in the first place, the first premise was do we need a building? What component does it need – bathrooms? Does it need the Parks & Rec Offices? Golat said no it doesn't but he noted that the Park & Recreation Office has moved 3 times. Golat said this event center will be the heart and face of our Altoona park system. Do we need catering space? If we want to have nice events in Altoona, we will need food. Golat said the only issue is how big of an assembly space do we need. The size is driven by market availability. If Council wants a feasibility study done, then City Administrator Golat would need to know what that entail.

Recreation Manager Goldbach provided more details on maintenance cost and set up costs for the types of services they could provide in the event center

Mayor Pratt ended the discussion and asked to move on to the next item. No action taken.

(VIII)(2) Discuss/consider approval of Resolution 6A-16, a resolution amending the 2016 Capital Projects Fund Budget for technology upgrades in the Council Chambers.

Finance Director Nelson recalled that Audio Architects gave a presentation at the May 26, 2016 Council Meeting regarding Computer technology upgrades in the Council Chambers. The 2016 budget includes \$15,000 funding for technology upgrades within the Council Chambers. Consensus of the Council at the May 26, 2016 Council Meeting as that the 2016 budget should be amended to allocate an additional \$15,000 from reserves to the project to increase the project budget to \$30,000 for technology upgrades in the Council Chambers; a budget amendment was attached for consideration. City Administrator Golat commented that the budget amendment will only cover enough to purchase some of the initial components; It would not be sufficient for a complete technology upgrade.

Council Member Rowe had some concerns with going with one company. Rowe said when all the upgrades are done it will cost over \$60,000. Rowe and other Council Members suggested getting bids from two or three other companies to compare prices.

No action. Staff will get other proposals and bring back the bids and/or a budget amendment at a future Council Meeting.

(VIII)(3) Discuss/consider approval of graphics for Cinder City Sign.

City Administrator Golat explained that the 2016 capital budget includes \$25,000 to install an electronic, marquee-style sign in Cinder City Park to provide announcements of community interest. This sign will be used in lieu of the existing changeable copy manual reader board sign located at the east entrance to the park. Staff will be able to change sign copy very efficiently on the new sign via use of a tablet or cell phone, and more than one message can be programmed at a time. The City solicited quotes from several sign vendors and is recommending that the bid be awarded to La Crosse Sign for \$22,000; this leaves an allowance of \$3,000 for completing necessary electrical upgrades for the sign. The quote from La Crosse Sign includes a Dektronics reader board, which is the gold standard in the industry. La Crosse Sign brought a demonstration unit for staff to inspect and operate at Cinder City Park during Cinder City Days. Staff felt the product will meet the City's needs very well. La Crosse Sign provided several renderings of proposed sign graphics for review. Also included in the Council Packets was a picture of a base for the proposed sign. The new sign will be located at the west end of Cinder City Park on Spooner Avenue.

Kevin Erickson of LaCrosse Signs was present to explain the different sign styles. Erickson said the new sign would have the capability of linking with other signs within the City. Discussion followed regarding upgrading the sign to a full color graphics sign.

Council Member Sexton suggested putting money from the savings in the council chamber upgrade and applying it towards the purchase of the full color graphics sign as proposed in Cinder City Park.

Motion by Henning/Stuber to approve the railroad graphics design for the proposed Cinder City Park Sign. **Motion carried.** LaCrosse Signs will come back with a proposal for a full color graphics sign. Council Member Henning asked for two bids, a price of the sign including the sign base and the other price without the sign base.

(VIII)(4) Discuss/consider awarding contract for firework services to Spielbauer Fireworks Co., Inc. for providing a fireworks show on July 2, 2016.

City Administrator Golat explained that the City, in partnership with the Leader Telegram, has organized a Fourth of July Celebration at Cinder City Park the past three years. This year the fireworks show will be displayed on Saturday, July 2, 2016 in conjunction with Altoona's 4th of July Celebration. Council Members were provided a cost proposal from Spielbauer Fireworks Co., Inc. for providing a fireworks show for the City of Altoona on the 2nd of July. Spielbauer provided the show last year, and the display was very well received by those who observed it. Golat mentioned that based on input received from viewers of last year's show, shell timing will be slowed so the show lasts approximately 30 minutes. Staff is recommending once again engaging Spielbauer for the fireworks display. The contract amount is \$9,998. Since the service contract is less than \$10,000, and budget exists for the show through a donation from Woodman's, technically this item does not require Council approval; however, staff wanted to double check with Council. In subsequent years, with Council approval, staff requests that the contract be approved administratively.

Motion by Rowe/Stuber to award the bid for the firework services on July 2, 2016 to Spielbauer Fireworks Co. Inc., for a contract amount of \$9,998. **Motion carried.**

(VIII)(5) Discuss/consider approval of Resolution 6B-16, a resolution authorizing the discharge of fireworks at Altoona's 4th of July Celebration to be held on Saturday, July 2, 2016.

City Administrator Golat explained that Section 9.20.020 of Altoona Municipal Code specifies the City Council may authorize pyrotechnic displays of fireworks in the City of Altoona by approving a resolution. Instead of bringing a resolution back every year, Administrator Golat recommended approving Resolution 6B-16 which authorize Spielbauer Fireworks to display fireworks on Saturday, July 2, 2016 and it allows discharge of fireworks in future years for the 4th of July celebration.

Motion by Stuber/Henning to approve Resolution 6B-16, a resolution authorizing a pyrotechnic display of fireworks as provided for in Altoona Municipal Code, Chapter 9.20, Section 9.20.020. **Motion carried.**

(VIII)(6) Discuss/consider approval of Ordinance 6A-16, an ordinance repealing Chapter 5.20 of the Altoona Municipal Code “Ice Cream Truck and Popcorn” and replacing with Chapter 5.20 “Mobile Food Vendors” to regulate mobile food vending activities.

City Administrator Golat explained that recently, the City of Altoona has received several inquiries from mobile food vendors that have displayed interest in bringing their operations to the city. Due to this interest, staff was directed to explore mobile food vendor operations best practices and subsequently draft an ordinance. According to the National League of Cities, in their 2013 report titled Food on Wheels: Mobile Vending Goes Mainstream, “Mobile food vending generates approximately \$650 million in revenue annually. The industry is projected to account for approximately \$2.7 billion in food revenue over the next five years”. This proposed ordinance will repeal and replace the existing chapter 5.20 titled “Ice Cream and Popcorn”.

Management Analyst Atkinson explained that the purpose of this ordinance is to regulate mobile food vending activities in order to protect public health, safety, and welfare, while accommodating commercial uses that generally promote an active and social pedestrian environment within appropriate areas of the city of Altoona. As a key component of the River Prairie design, this proposed ordinance has specifically addressed mobile food establishment vending within the River Prairie District. This proposed ordinance differentiates mobile food establishments and mobile sidewalk carts as separate units, addresses when a license is required, describes the city license application and the license approval process. This proposed ordinance also addresses required insurance, defines the Eau Claire City-County Health Department and city required sanitation requirements and the required service base rules. This proposed ordinance also provides a section defining conduct of business requirements that addresses standard regulations concerning standard operation, the use of a vehicle, water, waste/liquid waste, as well as location.

Council Member Henning had concerns with vendors in the proximity during the Lions Club Cinder City Days and the potential loss of sales.

Recreation Manager Goldbach explained the vendors that have recently expressed interest in Cinder City Park and Tenth Street Park. Goldbach commented on the types of food they currently have in the Park & Recreation concessions during events.

Council Member Sexton had concerns with potential food vendors selling similar products as the restaurants that will be in River Prairie.

Mayor Pratt had major concerns with potential food trucks that were constantly going to park in the River Prairie development. The intent is to get retail businesses to rent or build in River Prairie; there are opportunities in other parks in the City of Altoona, but not within River Prairie. Mayor Pratt said there could possibly be some food trucks during concerts in the park, farmers market or other special events; it can be done selectively. Council Members suggested revising the proposed ordinance and bring back at a future meeting. No action at this meeting.

(VIII)(7) Discuss/consider approval of Ordinance 6B-16, an ordinance amending Chapter 3.08, Addendum “A”, the City’s Fee Schedule, to include the fees within Chapter 5.20 regarding Mobile Food Vendors license fees.

Since no action was taken on Item 6, the ordinance to amend Chapter 3.08, Addendum A “Fees”, to include Mobile Food Vendors license fees was not discussed at this time.

(VIII)(8) Discuss/consider approval of Combination “Class B” Retailers’ Licenses to sell fermented malt beverages and intoxicating liquors in the City of Altoona to the following applicants.

Roman Corporation	Eau Claire Golf and Country Club, Inc.
D.B.A. Draganetti’s	D.B.A. Eau Claire Golf & Country Club
Joanne E. Palzkill, Agt	Jared Yakesh, Agt
3120 E. Clairemont Ave	828 Clubview Lane

Roland Knusalla, Individual
D.B.A. Rolly's Coach Club
2239 Spooner Avenue

400 Club of Altoona, LLC
D.B.A. 400 Club
Paul Johnson Agt
1411 Spooner Avenue

MKD Zempel, Inc.
D.B. A. Encore Bar & Grill
David Zempel, Agt
943 Harlem Street

Altoona VFW Post 10405, Inc.
D.B.A. Altoona VFW Post 10405 – Fox
Hole Bar,
Thomas Burgmeier Agt
1419 Lynn Avenue

Golden Spike Bar & Grill Inc.
D.B.A. Golden Spike Bar & Grill
Mark Anderson, Agent.
228 Division Street

Happy Hollow Tavern, Inc.
D.B.A. Happy Hollow Tavern
Judi Lynn Corey-Malone, Agent.
1628 North Hillcrest Pkwy

City Administrator Golat explained that Liquor licenses are valid from July 1 – June 30th of each year. The City has received eight renewal applications for “Class B” Retailers Licenses to sell fermented malt beverages and intoxicating liquors.

Police Chief James has reviewed and recommends approval of the eight applications submitted. City Clerk Bauer has checked for delinquent real estate taxes; there were no real estate taxes, delinquent personal property tax or any other delinquent taxes owed at this time

Motion by Stuber/Rowe to approve a Combination “Class B” Retailers’ Licenses to sell fermented malt beverages and intoxicating liquors in the City of Altoona to those listed for the period of July 1, 2016 through June 30, 2017. **Motion carried.**

(VIII)(9) Discuss/consider approval of a Class “B” Retailers license to sell fermented malt beverages in the City of Altoona to the following applicants:

The Classic at Hillcrest Greens LLC
DBA. The Classic at Hillcrest Greens
Elizabeth Bailey Agent
2455 Sawgrass Place

Altoona Lodging, LLC.
D.B.A. Staybridge Suites
Thomas Gordon Larson, Agent.
1515 Bluestem Blvd

City Administrator Golat explained that the City has received two renewal applications for Class “B” Retailers Licenses to sell fermented malt beverages; the names of each applicant are listed above.

Police Chief James has reviewed and recommends approval of the applications submitted. Clerk Bauer has checked for delinquent real estate taxes; there were no real estate taxes, delinquent personal property tax or any other delinquent taxes owed at this time

Motion by Henning/Stuber to approve a Retail Class ‘B’ beer license to sell fermented malt beverages in the City of Altoona to those listed for the period of July 1, 2016 through June 30, 2017. **Motion carried.**

(VIII)(10) Discuss/consider approval of a “Class C” Retailers license to sell wine in the City of Altoona to the following applicants:

The Classic at Hillcrest Greens LLC
DBA. The Classic at Hillcrest Greens
Elizabeth Bailey, Agent
2455 Sawgrass Place

Altoona Lodging, LLC.
D.B.A. Staybridge Suites
Thomas Gordon Larson, Agent.
1515 Bluestem Blvd.

City Administrator Golat explained that the City has received two renewal applications for “Class C” Retailers Licenses to sell wine; the names of each applicant are listed above.

Police Chief James has reviewed and recommends approval of the applications submitted. Clerk Bauer has checked for delinquent real estate taxes; there were no real estate taxes, delinquent personal property tax or any other delinquent taxes owed at this time

Motion by Stuber/Henning to approve a "Class C" Retailers License to sell wine in the City of Altoona to those listed for the period of July 1, 2016 through June 30, 2017. **Motion carried.**

(VIII)(11) Discuss/consider approval of a Combination "Class A" Retail license to sell fermented malt beverages and intoxicating liquors to the following applications:

Cenergy LLC D.B.A. Mega Holiday #3705 Ann Mattison, Agent. 1027 N. Hillcrest Parkway	Kwik Trip, Inc. D.B.A. Kwik Trip #208 Tyler Horel Agent. 2929 Meadowlark Lane
Rump's Butcher Shoppe LLC D.B.A. Rump's Butcher Shoppe Robert Adrian, Agent. 1411 Lynn Avenue	Kwik Trip, Inc. D.B.A. Kwik Trip #828 Rebecca J. Friederich, Agent 2367 Spooner Avenue
Woodman's Food Market, Inc. D.B.A. Woodman's Food Market Adam Campbell, Agent 2855 Woodman Drive	

City Administrator Golat explained that the City has received five renewal applications for a "Class A" Retail License to sell fermented malt beverages and intoxicating liquors. The names of each applicant are listed above.

Police Chief James has reviewed and recommends approval of the applications submitted. Clerk Bauer has checked for delinquent real estate taxes; there were no real estate taxes, delinquent personal property tax or any other delinquent taxes owed at this time

Motion by Henning/Stuber to approve a Combination "Class A" Retail license to sell fermented malt beverages and intoxicating liquors to those listed above for the period of July 1, 2016 through June 30, 2017. **Motion carried.**

(VIII)(12) Discuss/consider approval of the following applications for a Cigarette License

Roland Knusalla, DBA Rolly's Coach Club; Cenergy, LLC, DBA Mega Holiday #3705.; Eau Claire Golf & Country Club, Inc.; Kwik Trip, Inc. (Kwik Trip Store #208 and Kwik Trip Store #828); 400 Club of Altoona, LLC, Happy Hollow Tavern, Inc.; Golden Spike Bar & Grill Inc.; and Woodman's Food Market, Inc. (Woodman's Store #41 and Woodman's Store #41 Gas Station) have all applied for renewal of their annual cigarette sales licenses.

Motion by Stuber/Henning to approve a Cigarette License to those listed above. Rowe against. **Motion carried.**

(VIII)(13) Discuss/consider mayoral appointments and chairperson to the following committees:

A. Tim Sexton to the Personnel Committee.

B. Tim Sexton and chairperson to the Altoona Parks and Recreation Committee.

Attached for consideration are the vacant positions for committee appointments as recommended by Mayor Brendan Pratt. Those positions are as follows:

A. Tim Sexton to the Personnel Committee.

B. Tim Sexton and chairperson to the Altoona Parks and Recreation Committee.

Motion by Schlafer/Stuber to approve Mayoral Appointments as recommended by Mayor Pratt to the

committees listed above. **Motion carried.**

(VIII)(14) Discuss/consider approval of Bartender Licenses as listed on the agenda.

The City has received renewal and new bartender license applications as listed on the agenda for the period of July 1, 2016 through June 30, 2017. Police Chief James has reviewed and recommends approval of the bartender applications as listed on the agenda.

Motion by Stuber/Rowe to approve the renewal and new bartender licenses submitted by the applicants as listed on the agenda. Henning abstained. **Motion carried.**

(VIII)(15) Discuss/consider convening in closed session pursuant to the following:

Wis. Stats 19.85 (1)(e) A. Purchase and/or sale of property,

Motion by Stuber/Henning to convene in closed session at 8:02 p.m. pursuant to Wis. Stats 19.85 (1)(e).
A. Purchase and/or sale of property. Roll call vote, 5-ayes, Henning, Sexton, Stuber, Schlafer, Rowe, 0-nays.
Motion carried 5-0.

(VIII)(16) Motion to reconvene to Open Session.

Wis. Stats 19.85 (1)(e) A. Purchase and/or sale of property.

Motion by Schlafer/Henning to reconvene to open session at 8:20 p.m. Roll call vote, 5-ayes, Rowe, Stuber, Schlafer, Sexton, Henning, 0-nays. **Motion carried 5-0.**

No action reported out of Closed Session.

(IX) Miscellaneous Business and Communication.

(X) Adjournment.

Motion by Schlafer/Rowe to adjourn at 8:24 p.m. **Motion carried.**

Minutes submitted by Cindy Bauer, City Clerk