

**Village of Shorewood
Community and Business Relations Committee
February 20, 2023**

Call to Order: Chairperson Tr. Couto called the meeting to order at 6:33 p.m. in the Village Hall Committee Room.

Members Present: Tr. Couto, Tr. Arndorfer, and Tr. Stokebrand

Members Excused: None

Others present: Village Manager Ewald, Planning & Development Director Griepentrog, and Amy Mueller (The Workroom)

1. Consider special event permit fee.

Discussion Points

- It was noted that BID Director Janet Henning was unable to join the discussion due to technical difficulties with the set-up of the virtual meeting.
- Village Manager stated that the breakdown of actual costs for special events in 2022 was included within the materials and had also been provided to the BID. She also noted that feedback on the cost of barricades was included from Chief Wurth.
- Village Manager Ewald noted that staff met with the BID (Janet Henning and Jake Bresette) to further discuss their perspective, which helped produce the proposed recommendation of a \$1,500 flat fee for events that closed the street.
- Village Manager Ewald noted that special events that closed streets have typically cost a minimum of \$1,500 ranging up to about \$8,000 for the Shorewood Criterium.
- Village Manager Ewald noted that the BID would be scheduling a discussion with the DPW to better understand how the BID can assist DPW in setting up and hosting events.
- Village Manager Ewald noted that the proposed fee would not apply to parades, and races that don't require road closures, which would continue to be charged the \$100 fee.
- Tr. Stokebrand commented that it seemed like the Shorewood Criterium was getting quite a good deal. She understood that it was easiest to administer a flat fee, but noted that the cost differential of this event was significant.
- Village Manager Ewald acknowledged that the Shorewood Criterium was an outlier, and noted that she would continue to track annual expenses of all events and expects to review the fee annually.
- Village Manager Ewald confirmed that the Feast was the second highest costly event, and stated that the BID will begin contracting with a service to provide refuse collection and clean-up during the events to hopefully alleviate some costs. She noted that Three Lions was also going to use those services for their St. Patrick's Day event.
- Planning Director Griepentrog noted that the BID stated a flat fee, rather than an hourly rate, was critical to their ability to project costs and plan events.
- Tr. Stokebrand stated that the event organizers know how long their events are scheduled for and should be able to plan for costs at an hourly rate.
- Tr. Arndorfer agreed with Tr. Stokebrand regarding the costs of the Shorewood Criterium and suggested that it needed to be revisited, but was fine moving forward with the current proposal.
- Tr. Stokebrand sought to clarify how much the Shorewood Criterium paid in special event fees last year; Village Manager Ewald did not believe they paid more than the \$100 application fee.
- Tr. Stokebrand stated that most taxpayers would expect event organizers to help cover the cost of services, such as public safety or trash removal.
- Tr. Stokebrand stated that she could support the current proposal with a one-year review.
- Village Manager Ewald noted that fees would be reviewed after the first quarter reports are produced.
- Amy Mueller of The Workroom at 4508 N Oakland Ave stated that she was supportive of raising the fee to \$1,500. She also stated that she supports special events in the village. She noted a difference

between the BID's events (Shorewood Criterium and the Feast), which she believed were more community-driven and private events hosted by for-profit businesses.

- Ms. Mueller desired to see a calendar where these events could be published for the benefit of businesses and residents alike.

Action

- Tr. Stokebrand moved to recommend a Special Event Permit fee of \$1,500 when a roadway is closed and Special Event Permit fee of \$100 without a roadway closure request; seconded by Tr. Arndorfer. Vote 3-0.

Follow Up-Items

- A resolution to update the Village Fee Schedule, as recommended, will be placed onto a future Village Board agenda.

Motion to adjourn. Tr. Stokebrand moved to adjourn; seconded by Tr. Arndorfer. Motion carried at 6:57 p.m.

Respectfully submitted,

Bart Griepentrog, AICP
Planning & Development Director