

Village of Shorewood
Community and Business Relations Committee
November 21, 2022

Call to Order: Chairperson Tr. Couto called the meeting to order at 7:05 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, Finance Director Emanuelson, and Planning & Development Director Griepentrog

1. Consider special event permit fee.

Discussion Points

- Village Manager Ewald provided a summary of previous discussions.
- Village Manager Ewald noted that since those discussions took place an application for a new special event (Rocktoberfest) was reviewed, which provided her additional perspective. She stated that both police and public works services were charged back to that applicant. Based on that experience, the Finance Director has requested that standardized hourly rates, including benefit costs, be added to the Village Fee Schedule to cover the cost of police and public works services before, during and after the event. She noted that she would also strongly support the hourly rate approach.
- Village Manager Ewald noted that review and administration of the application would not be charged at an hourly rate, but rather through the application fee.
- Tr. Arndorfer questioned if the amount charged to Rocktoberfest covered the costs of the services provided. Village Manager Ewald noted that they were only charged for services the day of the event, not before or after.
- Tr. Arndorfer noted that he was in favor of the hourly rate approach but wanted to understand what was all covered in those costs and make sure that it reflected the size of the event. He acknowledged that there was always going to be a threshold amount that needed to be met with any event.
- Tr. Stokebrand noted that some events seemingly require more coverage based on their geographic size.
- Tr. Stokebrand questioned if event organizers had any thoughts on the proposed fees.
 - Village Manager Ewald noted that the BID Director has acknowledged that events in Shorewood have not been charged the same amount as they have been other communities.
- Tr. Stokebrand noted that safety had to be prioritized and that we needed to make sure that we were able to cover those costs.
- Tr. Stokebrand questioned if any fees were currently charged before the event.
 - Village Manager Ewald noted that there is currently an application fee and that an estimate is provided to the applicant to cover services the day of the event, which is invoiced after the event.
- Tr. Couto noted that he wanted to make sure that block parties or smaller events were not included because he did not want to put any barriers in the way of the community gathering for small events. He stated that for larger events it seemed appropriate, particularly if the Police Chief felt like service was necessary.
 - Village Manager Ewald noted that block parties would be regulated and treated separately.
- Tr. Couto asked to be walked through the application process for a special event, particularly how and when they find out about any additional costs.
 - Village Manager Ewald noted that for Rocktoberfest the Village Board made the decision to charge for services at the time of approval and that an estimate of those costs was provided, which was then invoiced following the event.
 - Director Griepentrog noted that applicants are invited to attend a staff meeting of Department Heads after they apply so that they can be made aware of any potential service needs or charges. He noted that event organizers are encouraged to apply well in advance of their event to get a better

understanding of these estimated needs. If those costs were prohibitive, they could rescind their application before proceeding to Village Board approval.

Action

- Tr. Arndorfer moved to recommend that the Village Board maintain the special event permit fee in the amount of \$100 and charge a standardized hourly rate for police and public works staff for preparation prior to (installing signage/barricades), during (road closure/patrol) and after (removal of signage/barricades) the special event has occurred; seconded by Tr. Stokebrand. 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 alongside an ordinance to update the Village's special event regulations.

Motion to adjourn. Tr. Stokebrand moved to adjourn; seconded by Tr. Couto. Motion carried at 7:23 p.m.

Respectfully submitted,

Bart Griepentrog, AICP
Planning & Development Director