

**CITY OF RIVER FALLS, WISCONSIN  
COMMON COUNCIL PROCEEDINGS**

**June 24, 2008**

Mayor Don Richards called the meeting to order at 6:30 p.m. in the City Council Chambers located in City Hall.

**City Council Members Present:** Alderpersons Wayne Beebe, Dave Cronk, Bob Ebert, Joleen Larson, Jim Nordgren and Michael Woolsey

**Absent:** Tom Caflisch

**Staff Present:** Bernie Van Osdale, City Administrator; Bill Thiel, City Attorney; Reid Wronski, City Engineer; Julie Bergstrom, Finance Director/Treasurer; Buddy Lucero, Planning/Development Director

**Others Present:** Melanie Hirsch, Michelle Maher, Andy Huppert, Rosanne Bump, Bill Rasmussen, Paige Olson, Chris Brookins, others

**APPROVAL OF MINUTES**

June 10, 2008, Regular Meeting Minutes

**MSC Beebe/Cronk to approve minutes as submitted. Unanimous.**

**APPROVAL OF BILLS**

City – \$456,327.02                      Utility - \$1,015,895.78

**MS Woolsey/Beebe to approve the bills subject to comptroller.** Nordgren noted the Utility bills included a \$605,000.00 payment to WPPI. **The bills were unanimously approved.**

**PUBLIC COMMENT, PETITIONS, REQUESTS AND COMMUNICATIONS:**

Melanie Hirsch, 300 S. Garfield St., Cambridge, MN - Country Inn, spoke against the room tax, pointing out only \$17,400 of the estimated \$82,000 would be used to promote tourism.

Michelle Maher, N8203 1015<sup>th</sup> - Falls Theater, spoke against the room tax and shared an idea to use pre-shows at her theater to promote the city.

Andy Huppert, 554 N. Dallas, stated the flowers and trees at the corners of Division and Clark, Division and 2<sup>nd</sup>, and Locust and Main are a hazard because the view is obstructed. He also commented on the city hall petition.

**Liquor License Disposition for American Pie Pizza Corporation and Coach's Bar**

**MSC Beebe/Larson to take from the table. Unanimous**

Attorney Thiel advised that with the withdrawal of American Pie Pizza Corporation's application for renewal, Council could make a motion or take no action, letting it die. Consensus of Council was to let it die.

Thiel stated he and Chief Leque recommend that council grant the renewal combination Class B license for Moon Coach's Bar, contingent that they strictly adhere to city ordinance 5.08.100 and all other ordinances for the upcoming license year.

**MS Beebe/Nordgren to grant L.A. Moon LLC – Coach's Bar renewal subject to adherence to 5.08.100.**

Attorney Thiel advised Council regarding violations, and what would be done if violations occurred within the licensing year. **Motion to renew passed unanimously.**

**PUBLIC HEARING:**

Ordinance No. 2008-19 – An Ordinance Creating Section 3.14 of the Municipal Code of the City of River Falls – Room Tax – Second Reading and Disposition

**Mayor Richards recessed Council at 6:47 p.m. and went into a public hearing.**

Rosanne Bump- Chamber of Commerce presented the Tourism Proposal, which will use a 5 percent room tax of \$3.50 a room. Seventy percent of tax collected must be used to promote tourism. This will be in effect for five years.

Melaine Hirsch, - Country Inn, spoke in opposition to the proposal stating River Falls is price sensitive and the room tax would hurt the hotels. She felt that the amount of money that will be used for tourism would not be enough to promote the city.

Bill Rasmussen, Chamber of Commerce, came to speak in support of a room tax to fund tourism.

Paige Olson, 545 N. Main, spoke in opposition, stating that the proposal does not have a business plan. She thought the new hotel may take away business and questioned if the City owned campground would be paying the room tax on the camping sites as stated in the ordinance.

**At 7:32 p.m. with no one else wishing to speak to this issue, Council reconvened into Open Session for disposition. MS Larson/Beebe move to approve ordinance.**

Nordgren felt that a plan should be developed prior to hiring a consultant. Woolsey concurred with Nordgren adding there is a weakness with our online presence and maybe more things could be done by the Chamber members working together. He noted that other communities have business plans and he would like to have the lodging proprietors support this.

Larson felt the room tax is worth a try to promote River Falls, and the money wouldn't be available for six months. Cronk felt that \$3.50 would not deter someone from staying and agreed it is worth a try.

**With a tie, Mayor Richards cast the deciding vote for this ordinance to pass.**

**CONSENT AGENDA:**

Acknowledge Receipt of the following Minutes:

Design Review Committee – 6/9/08;

Joint Plan and Park Board – 5/29/08→→ *Pulled by Woolsey*

Plan Commission – 5/6/09

Resolution No. 5136 – Approving Compliance Maintenance Annual Report Wastewater Treatment Plant (2007) (Utility)

Resolution No. 5137 – Approving Amendments to the Job Description of Community Service Officer

Resolution No. 5138 – Authorizing Bidding – Mann Creek Outfall Stabilization Project

Resolution No. 5139 – Regarding STH 29/35 Long Range Planning Agreement with WisDOT

Resolution No. 5140 – Approving Appraisal Services for Two city Owned Properties

**MSC Larson/Beebe move to approve remainder of Consent Agenda. Unanimous.**

Joint Plan and Park Board Minutes – 5/29/08

Woolsey stated he meant to pull 3A not 3B. Mr. Thiel stated that under the circumstances and with the consent of Council, as it was an error they could act on 3A. Woolsey stated the minutes appeared to be incomplete and could not be approved that way and should be resubmitted to Council.

**MS Woolsey/Beebe moved to table receipt of the June 9, 2008, Design Review Committee Minutes.**

**MSC Larson/Woolsey move to approve the item 3B. Unanimous.**

**ORDINANCES AND RESOLUTIONS:**

Ordinance No. 2008-20 Amending the Municipal Code for Housing, Definitions and Occupancy Limit – First Reading

No comment.

Ordinance 2008-21 – Official Parking control Map (Remove No Parking Sign at 521 State Street) – First Reading

No Comment

Resolution No. 5141 - Approving State Trust Fund Loan – TID #6

Beebe asked for clarification regarding the loan. Bergstrom stated this is the refinancing of a 2005 loan for the purchase of the land at Spruce and Main Streets. The developer will pay his share through tax increment

**MS Beebe/Larson move to approve resolution. Roll call vote was unanimous.**

Resolution No. 5142 – Approving State Trust Fund Loan - City Hall Architectural Fee/TID #5  
**MSC Larson/Cronk move to approve resolution. Roll call vote was unanimous.**

Resolution No. 5143 – Approving Noise Exception – PR’s Place

Chris Brookins stated to Council that his event may have up to 3,000 people and would last 6 hours and cannot be compared to the events held in Somerset. He suggested he could help with fundraising for the City. He mentioned that he would like to coordinate with the University to have an event during their rodeo.

Clarification was given on what the Council was granting an exception for.

Nordgren stated that he had a neighbor mention that his house was shaking one night. He felt that the neighbors were more concerned about noise after 10 at night.

**MS Larson/Cronk to approve resolution.**

Larson felt this was a great idea and worth trying.

**MS Larson/Nordgren to amend the last sentence “be it further resolved.....” by adding Fire Department to Police, Ambulance, Public Works. Unanimous.**

Cronk stated that this is a one-time shot only, and Council should be able to tell if this will work or not. City of River Falls may see a lot of money spent in the city. This would be promoting River Falls.

**Resolution passed as amended. Unanimous.**

**REPORTS:**

Nordgren reported General Fund revenues through the end of May were \$2,515,757.00 and included \$10,223.00 in recreation fees and \$4,924.00 in election reimbursements. Expenditures for the same period were \$2,587,784.00, for a net of expenditures over revenues of \$72,027.00 for the year.

**MSC Cronk/Nordgren move to adjourn at 8:04 p.m. Unanimous.**

Respectfully submitted,

Lu Ann Hecht, City Clerk