



**JOINT PARKS AND RECREATION BOARD
MEETING NOTICE AND AGENDA**

Wednesday, March 13, 2024

6:30 PM

Pewaukee City Hall ~ Common Council Chambers

-
1. Call to Order and Pledge of Allegiance
 2. Public Comment - Please limit your comments to 2 minutes, if further time for discussion is needed please contact the Director prior to the meeting.
 3. Approval of meeting minutes from February 14, 2024.
 4. Update and introduction of new Recreation Coordinator, Amy White.
 5. Discussion and possible action regarding Positively Pewaukee's proposed 'Taste on the Lake' special event utilizing Lakefront Park on July 27, 2024.
 6. Update and recap of Hearts Alive Pewaukee February events.
 7. Discussion and possible action regarding proposed jet ski rental and concession sales business by Aqua Sports Rentals utilizing Lakefront Park building.
 8. Adjournment

Nick Phalin, CPRP
Parks & Recreation Director

March 8, 2024

NOTICE

It is possible that members of other governmental bodies of the municipality may be in attendance to gather information that may form a quorum. At the above stated meeting, no action will be taken by any governmental body other than the governmental body specifically referred to above in this notice.

Any person who has a qualifying disability under the Americans with Disabilities Act that requires the meeting or materials at the meeting to be in an accessible format must contact the Park and Recreation Director at (262) 691-7275 by 2:00 p.m. the Monday prior to the meeting so that arrangements may be made to accommodate your request.

**CITY OF PEWAUKEE
JOINT PARK AND RECREATION BOARD AGENDA ITEM 3.**

DATE: March 13, 2024

DEPARTMENT: Parks and Recreation

PROVIDED BY:

SUBJECT:

Approval of meeting minutes from February 14, 2024.

BACKGROUND:

FINANCIAL IMPACT:

RECOMMENDED MOTION:

ATTACHMENTS:

Description

Minutes

MEETING MINUTES
Wednesday, February 14, 2024
6:30 PM

Pewaukee City Hall ~ Common Council Chambers

In attendance:

Alderman B. Dziwulski, Trustee B. Rohde, G. Majeskie, D. Kaatz, K. Kreuser, E. Krasovich.

Also Present:

Director of Parks and Recreation N. Phalin.

1. Call to Order and Pledge of Allegiance

2. Public Comment

3. Approval of meeting minutes from January 10, 2024.

A motion was made and seconded, (Kristen Kreuser, Bob Rohde) to approve meeting minutes from January 10, 2024. Motion Passed: 6-For, 0-Against.

4. Discussion and possible action regarding Pewaukee Lake Water Ski Club's 2024 proposed schedule.

A motion was made and seconded, (Bob Rohde, Brian Dziwulski) to approve Pewaukee Lake Water Ski Club schedule as proposed for 2024 dates. Motion Passed: 6-For, 0-Against.

5. Discussion, direction and possible action regarding 2024 proposed dates for The Beergo LLC's mobile beer garden at Pewaukee parks.

A motion was made and seconded, (Brian Dziwulski, Eric Krasovich) to approve the proposed 2024 Beergo schedule to add Pewaukee Lake Water Ski Club dates. Motion Passed: 6-For, 0-Against.

6. Discussion and possible action regarding Aqua Sports Rentals Jet Ski business proposal.

7. Discussion and possible action regarding Laimon Park financials for December 2023.

8. Adjournment

A motion was made and seconded, (Brian Dziwulski, Bob Rohde) to adjourn. Motion Passed: 6-For, 0-Against.

Respectfully Submitted,
Nick Phalin, CPRP
Parks & Recreation Director

February 9, 2024

**CITY OF PEWAUKEE
JOINT PARK AND RECREATION BOARD AGENDA ITEM 4.**

DATE: March 13, 2024

DEPARTMENT: Parks and Recreation

PROVIDED BY:

SUBJECT:

Update and introduction of new Recreation Coordinator, Amy White.

BACKGROUND:

FINANCIAL IMPACT:

RECOMMENDED MOTION:

**CITY OF PEWAUKEE
JOINT PARK AND RECREATION BOARD AGENDA ITEM 5.**

DATE: March 13, 2024

DEPARTMENT: Parks and Recreation

PROVIDED BY: Nick Phalin

SUBJECT:

Discussion and possible action regarding Positively Pewaukee's proposed 'Taste on the Lake' special event utilizing Lakefront Park on July 27, 2024.

BACKGROUND:

The proposed event is a smaller, shorter version of the Taste of Lake Country events of years past. The Taste of Lake Country fee that was included in our previous non-profit user document had listed a park use fee of \$0.

FINANCIAL IMPACT:

RECOMMENDED MOTION:

ATTACHMENTS:

Description

Taste on the Lake

Road Closure \$300



235 Hickory Street
Pewaukee, WI 53072
262-691-5660
262-691-5664

www.villageofpewaukee.wi.us

SPECIAL EVENT PERMIT APPLICATION

Permit approved	_____	Date	_____
Permit fees paid	_____	Date	_____
Deposit paid	_____	Date	_____
Deposit returned?	_____	Date	_____
		FEES ARE	NON-REFUNDABLE

Applications are due 90 days PRIOR to the event.

ORGANIZATION INFORMATION

Name of Organization Positively Pewaukee			
Street Address 112 Main St	City Pewaukee	State WI	Zip 53072
Phone Number 414-430-1374	Are you a 501(c)3 Organization?		<input checked="" type="radio"/> Yes <input type="radio"/> No
Event Contact Person (First & Last Name) Liz Unruh			
Address Same	City	State	Zip
Email lizunruh@positivelypewaukee	Phone Number Same	Day of Event Phone Number Same	

EVENT INFORMATION

Name of Event Taste on the Lake Shoreline Spectacular	Date(s) of Event July 27, 2024
Event Start Time Noon	Event End Time 10 p.m.
Location of the Event* Downtown Pewaukee	
You MUST attach a detailed map/sketch of your event indicating the specific location, layout of your event, the direction of the route, including all turns and the number of traffic lanes to be used. *If you are using a Village Park, you must reserve the park through the Park/Recreation Department prior to getting your special event permit approved by the Village Board. Call 262-691-7275.	
Generally describe your event and its purpose Food and music event	
Estimated Number of Participants	Spectators 5,000
Vendors	

OTHER INFORMATION

Based on the definition described in the Special Event Manual, do you consider your event to be a Public Special Event or a Private Special Event? Please explain why.

Public

Are you a Local Civic/Nonprofit Group as defined by Village Code? (Copy of code in manual)	<input checked="" type="radio"/> Yes	<input type="radio"/> No
Is there an outdoor bar that will serve alcohol? <i>If yes, alcohol and bartender licenses are necessary under separate application.</i>	<input checked="" type="radio"/> Yes	<input type="radio"/> No
Is there an outdoor bar that will serve soda? <i>If yes, soda license is required under separate application.</i>	<input checked="" type="radio"/> Yes	<input type="radio"/> No
Does the event include the sale of food on public property? <i>If yes, a Food Vendor Permit is required under separate application.</i>	<input checked="" type="radio"/> Yes	<input type="radio"/> No
Does the event include the sale of merchandise? <i>If yes, a Transient Merchant license is required under separate application.</i>	<input checked="" type="radio"/> Yes	<input type="radio"/> No
Does the event involve fireworks? <i>If yes, please provide a detailed fireworks plan with application.</i>	<input type="radio"/> Yes	<input checked="" type="radio"/> No
Does the event involve amplified music?	<input checked="" type="radio"/> Yes	<input type="radio"/> No
If yes, will the amplified music be a :	<input checked="" type="radio"/> Band	<input type="radio"/> DJ <input type="radio"/> Other
Hours of amplified music: Noon - 10 p.m.		
Please list the number of security staff you will be providing for the event:	working with police and	
Will you need barricades provided by the Village for your event, if so, how many?	DPW	
Will you be erecting any tents, canopies or other temporary structure(s)? <i>If yes, the Fire Department and Building Inspection Department will need to inspect these structures prior to the start of your event.</i>	<input checked="" type="radio"/> Yes	<input type="radio"/> No
Will you be requiring electricity?	<input checked="" type="radio"/> Yes	<input type="radio"/> No
Will you be providing portable restrooms and wash stations?	<input checked="" type="radio"/> Yes	<input type="radio"/> No
<i>If yes, how many will you provide and where will they be located?</i>		
In Duncan parking lot		
Will you provide parking for participants?	<input type="radio"/> Yes	<input checked="" type="radio"/> No
<i>If yes, where will parking be available?</i>		
Will you provide a dumpster/clean-up services?	<input checked="" type="radio"/> Yes	<input type="radio"/> No
Will you need extra 55 gallon garbage cans? <i>If yes, please include the number of cans you would like in your refuse collection plan below.</i>	<input checked="" type="radio"/> Yes	<input type="radio"/> No
<i>If yes, please describe your clean-up and refuse collection plan.</i>		
Hired cleaning crew		

OTHER INFORMATION CONTINUED

What other assistance do you foresee needing from the Village (personnel, materials, and/or equipment)?

Have you reviewed and do you have a copy of the Village of Pewaukee Special Events Manual including the Special Events Ordinance?

☒ Yes

☐ No

INSURANCE REQUIREMENTS

A certificate of insurance (\$1,000,000 minimum coverage) and a copy of the "additional insured" endorsement, each naming the Village of Pewaukee as an additional insured under the event organizer's general liability insurance policy, may be required. Those events that will be required to provide the aforementioned insurance indemnification include, but are not limited to: 1) an event that includes alcohol, or 2) an event that is anticipated to have attendance greater than 500 people per day, or 3) an event that includes a road closure.

Are you able to provide these insurance documents, if required?

☒ Yes

☐ No


DEPOSIT REQUIREMENTS

The applicant may be required to submit to the Village a cleaning/damage deposit of \$200 per day for each scheduled day of the event (or portion thereof), two weeks prior to the starting date of the event. The deposit shall be refunded to applicant, if, upon inspection, all is in order, or a prorated portion thereof as may be necessary to reimburse the Village for loss or cleaning costs. The Village reserves the right to retain the entire deposit if cleanup is not completed satisfactorily in the time frame as specified in the permit. Unless otherwise stated in the permit, the applicant shall be fully responsible for all necessary cleanup associated with the permitted event to be completed within twelve (12) hours after the conclusion of the event. (This deposit is separate from any deposit required by the Park/Recreation Department for park use).

TERMINATION OF AN EVENT

The Village reserves the right to shut down a special event that is in progress if it is deemed to be a public safety hazard by the Police and/or Fire Department and/or there is a violation of Village Ordinances, State Statutes or the terms of the Applicant's permit. The Village Administrator and/or his/her designee may revoke an approved Special Events Permit if the applicant fails to comply in good faith with the provisions of the permit prior to the event date.

By signing this form, the applicant certifies authorization to act on behalf of their organization and hereby releases the Village of Pewaukee, its employees, agents, subcontractors and assigns indemnified as and against any and all claims, demands, actions, causes of action, costs or expenses made against or incurred by the Village, including, but not limited to, actual attorney fees arising from the approval of this event application and the conducting of the activity set forth therein including, but not limited to, any and all claims for injury or damage to property arising from the event or any activities related thereto.


Signature of Applicant

2/11/24
Date

For staff use only

Application forwarded to:

- ☐ Building Inspector
- ☐ Chief of Police
- ☐ Clerk/Treasurer

- ☐ Fire Chief
- ☐ Park & Recreation Director
- ☐ Public Works Director

**CITY OF PEWAUKEE
JOINT PARK AND RECREATION BOARD AGENDA ITEM 6.**

DATE: March 13, 2024

DEPARTMENT: Parks and Recreation

PROVIDED BY:

SUBJECT:

Update and recap of Hearts Alive Pewaukee February events.

BACKGROUND:

FINANCIAL IMPACT:

RECOMMENDED MOTION:

**CITY OF PEWAUKEE
JOINT PARK AND RECREATION BOARD AGENDA ITEM 7.**

DATE: March 13, 2024

DEPARTMENT: Parks and Recreation

PROVIDED BY:

SUBJECT:

Discussion and possible action regarding proposed jet ski rental and concession sales business by Aqua Sports Rentals utilizing Lakefront Park building.

BACKGROUND:

FINANCIAL IMPACT:

RECOMMENDED MOTION:

ATTACHMENTS:

Description

Aqua Sport Rentals Proposal

Subject: Proposal for Jet Ski Rental Collaboration at Pewaukee Lake

Dear City Hall,

I hope this letter finds you well. My name is Laith Alhushieh, and I am the owner of Aqua Sport Rentals, a Jet Ski rental company. I am reaching out to propose an exciting collaboration with Pewaukee Lake that aims to enhance recreational opportunities for the community.

****Objective:**** Our goal is to bring fun and enjoyable water entertainment to Pewaukee Lake by offering reasonably priced Jet Ski rides and concessions. This collaboration not only adds an exciting activity to the lake but also has the potential to attract more visitors, thereby increasing revenue to Pewaukee lake and nearby businesses.

****Financial Arrangement:**** I propose a profit-sharing model ranging from 11.5% to 22.5%, depending on the terms and offerings from Pewaukee Lake. I believe this partnership can be mutually beneficial, contributing to the growth of the lake's recreational offerings and nearby businesses. (Profit sharing is negotiable)

****Facility Usage:**** I have identified a building on the lake that I would like to occupy for the operation. If this space is available, it would greatly facilitate our collaboration. However, I am open to discussing alternative ideas!

****Equipment and Patrol Vessel:**** I am proposing two brand-new 2024 Yamaha Jet Blaster vessels for rental and an additional 2023 Sea-Doo Spark Trixx as a patrol vessel.

****Safety and Precautions:**** To ensure the safety of rentals and civilians on the lake, the provided Jetski for patrol will be equipped with extra life jackets, flares, and a fire extinguisher, and the operator will be a certified lifeguard that meets the qualifications and standards of Wisconsin safety.

****Responsibilities:**** Our team is committed to maintaining the security of the Jetskis, as well as ensuring the cleanliness and upkeep of Pewaukee Lake. These responsibilities will be diligently managed by Aqua Sport Rentals and our dedicated staff.

****Requirements to Rent:**** Riders must have a boater's license, if not a course will be provided to them on-site for them to obtain the license, Provided by Wisconsin Department of Natural Resources. To rent, customers must be 21 or older. Anyone over the age of 16 can ride/ operate with parent or guardian consent and signature. Anyone over the age of 10 may be a passenger to a renter who is 18 or older! Also a \$500 deposit is required.

****Process of Renting****

- Chose Rate
- Show Identification & will be held
- Boaters license
- Payment & Deposit
- Waiver
- Training

**** Inspiration Behind Aquasports rentals:**** The whole purpose of why my brother and I started this business was that when we were younger, we were given an opportunity to ride a Jetski from a friend of ours. After that ride, all my brother and I ever wanted was to own a Jet Ski, even though we couldn't afford one. After years of hard work, we finally accomplished that dream. In our community, there are few to no people who offer JetSkis rentals. That's where the idea of the business came from. Our goal is to provide the community with the thrill, smiles and excitement that comes from jet skiing.

****Waiver****

[Waiver](#)

**** Jetski scheduled/Storage****

- Around 8:30 am Jet Skies will be picked up from a local storage unit
- 9am Jet Skies will be launched into Pewaukee lake
- Tuesday-Thursday 4pm the Jet Skies will be pulled out for closing
- Friday-Monday sundown Jet Skis will be pulled out for closing
- Tuesday-Thursday around 5pm Jet Skies will be returned to storage
- Friday-Monday after Sundown Jet Skies will be returned to storage

****Safety for the Jet Skies ****

When the Jetskis aren't being used they will be securely tied down to the dock, keys for all the vessels will be securely stored inside the lakefront park building. Vessels will be checked on often to ensure safety.

****Payment methods****

We will be using the clover flex 3, this device will take debit cards, credit cards, Apple Pay Samsung pay, Google pay, and cash. This device will have a cash drawer and built in service if needed

****Tracking Sales****

The clover flex 3 will keep track of our sales both for Jet Ski rentals and concessions. Also it will calculate our profit so it will be easy to pay profit sharing agreements

**** Concessions****

We propose a variety of concessions such as

- frozen meals/snacks (pizza, boneless wings, hot pockets, fries, mozzarella sticks, corn dogs and etc)
- Drinks (Water, Red Bull, Gatorade, variety of juices, coffee, refreshers and etc)

****Start date/end of season date****

We would like to start mid May (Sunday May 12th) if the weather is nice and end the season mid September (Sunday September 15th) if it's not too cold.

If the nice weather starts earlier than expected we would like to come back and talk about opening sooner and if the weather stays nice longer we would like to come back and talk about staying open longer

****Operating Hours/Days**** We purpose to operate at the following times and days.

- Sunday 10am to sundown
- Monday 10am-sundown
- Tuesday 10am-4pm
- Wednesday 10am-4pm
- Thursday 10am-4pm
- Friday 10am-sundown
- Saturday 10am-sundown

****Place of Operation****

We would like to propose to operate at the Lakefront Park building interior space! We would like to occupy the building 7 days a week. If we do occupy that building we are aware that we have the responsibility of not only keeping the building clean but also the bathroom and maintaining the appealing appearance of the building

We would like to propose usage of the farthest north Village owned dock, also utilized by the Pewaukee Lake Water Ski Club

**** Jetski Commercial Insurance****

TBD, I am currently going through underwriting with Markel Insurance Company, hopefully before the meeting on Wednesday I'll have it written up and I will bring a copy with me.

**** Building/Business Insurance****

TBD, I am currently going through underwriting with Markel Insurance Company, hopefully before the meeting on Wednesday I'll have it written up and I will bring a copy with me.

**** Car Insurance****

Policy: 11409272497

Expiration date: 09/05/2024

Dairyland Insurance

****Rate for occupation of building****

We propose a daily rate of \$65 paid monthly. An example of how that would look.

- April - \$1,527.50
 - 17 Full days = \$1,105.00
 - 13 ½ days = \$422.50
- May - \$1,560.00
 - 17 Full days = \$1,105.00
 - 14 ½ days = \$455.00

****Rates for concessions****

We would like to propose profit-sharing for the concessions at a rate of 20% of profit.

We predict that concessions are going to be very popular and shown below is a breakdown if we were to do a minimum of \$250 a day

- April - \$5,875.00
 - 17 Full days = \$4,250.00
 - 13 ½ days = \$1,625.00
- May - \$ 5,875.00
 - 17 Full days = \$4,250.00
 - 14 ½ days = \$1,750.00

Usually the food industry has a 50% or more profit margin, To put that in perspective if we sell \$5,875.00 in a month. The concessions profits would be \$2,937.00, The Parks & Recreation/Village of Pewaukee cut at 20% which would be equivalent to \$587.50.

****Rates for on site Boater license test****

We would like to propose profit-sharing of 50% for the test that riders have to take to receive a boater license On-Site if they do not have one.

The test will cost the rider \$10, 50% (\$5.00) would go to Temporary Boating Certificate Program (Wisconsin Department of Natural Resources – LE/8, PO Box 7921, Madison, WI 53707) That would leave Aquasports \$5 profit and 50% (\$2.50) of that will be profit-shared to Parks & Recreation/Village of Pewaukee

- April - \$125.00
 - 50 test = \$125.00
- May - \$125.00
 - 50 tests = \$125.00

****Rates for Jet Skis****

We would like to propose profit-sharing for Jet Ski rentals at a rate of 15% of profits

We are not 100% sure on what the hourly rate would be but the rate would at least be \$150 an hour and here's what that would look like.

Single Rider

\$150 1 hour rate

-\$20 cost of gas

-\$30 insurance estimate

Leaves \$100 Profit

Profit $\$100 \times 15\% = \15

Double Rider

\$175 1 hour rate

-\$20 gas

-\$30 insurance estimate

Leaves \$125 Profit

Profit $\$125 \times 15\% = \18.75

- April - \$2,531.25
 - 75 Single rides = \$1,125.00
 - 75 Double rides = \$1,406.25
- May - \$2,531.25
 - 75 Single rides = \$1,125.00
 - 75 Double rides = \$1,406.25

****Rough monthly payment to Parks & Recreation/Village of Pewaukee****

- April - \$4,771.25
 - Jet Ski = \$2,531.25
 - Concessions = \$587.50
 - Building = \$1,527.50
 - Boaters license = \$125
- May - \$4,803.75
 - Jet Ski = \$2,531.25
 - Concessions = \$587.50
 - Building = \$1,560.00
 - Boaters license = \$125

Is this a low estimate? Yes, We plan to shoot for the stars and get way more than this but this is to put stuff into perspective.

****Goals for the Future:**** Besides just renting Jet Skis, we want to provide kayaks in the future as an addition to the Jetskis. We would also be growing our Jetski fleet and hopefully community events/fundraisers to enrich the community.

I am excited about the potential collaboration between Aqua Sport Rentals and Pewaukee Lake and am eager to discuss the details further.

Thank you for considering this proposal. I look forward to the possibility of working together to bring added excitement to Pewaukee Lake.

Sincerely,

Laith Alhushieh

Email: Laithalhushieh911@gmail.com

Mobile: 414-629-0266

Instagram: Aquasports_Rentals

TikTok: Aquasports_rentals

Website is currently being built