

**Village of Shorewood  
Community and Business Relations Committee  
September 6, 2022**

**Call to Order:** Chairperson Tr. Couto called the meeting to order at 7:01 p.m. in the Village Hall Court Room.

**Members Present:** Tr. Couto, Tr. Stokebrand

**Members Excused:** Tr. Arndorfer

**Others present:** Village Manager, Rebecca Ewald; Village Attorney, Nathan Bayer; Planning & Development Director, Bart Griepentrog

**1. Provide recommendation on ordinance repealing and replacing Chapter 462, "STREET FESTIVALS," of the Shorewood Municipal Code and renaming it "SPECIAL EVENTS AND RESIDENTIAL BLOCK PARTIES ON A PUBLIC WAY OR PUBLIC PREMISES."**

Discussion Points

- Village Manager Ewald noted that a draft ordinance based on previous discussion had been prepared for review and recommendation.
- Tr. Stokebrand questioned the prohibited locations and suggested that perhaps some commas were missing within the listing. She wondered if N. Murray Ave. needed to be prohibited south of N. Shorewood Blvd. all the way to E. Edgewood Ave. She believed the prohibition on N. Downer Ave. related to the bus route. She questioned why block parties would be prohibited on N. Maryland Ave. She stated that we should understand why any prohibitions are needed.
- Planning Director Griepentrog noted that N. Morris Blvd., south of E. Capitol Dr., was unintentionally left off the prohibited locations list.
- Tr. Couto asked staff to follow-up with the PD, NSFD and DPW to confirm which streets should be prohibited.
- Tr. Stokebrand requested that Atwater Beach specifically be included within the list of exclusions in the Public Premises definition. (Atwater Park & Beach)
- Tr. Stokebrand requested that beverages be included within the "inclusion" listing within the Vendor definition. (, including food and beverages,)
- Tr. Stokebrand requested that "per-man-hour" be updated to "per hour" within 462-4E. She also wondered if charges outside of the Police or Department of Public Works would be charged. Village Manager Ewald stated that keeping it generic allowed for those other charges, if ever applicable.
- Tr. Couto believed that other charges were not currently being assessed. Village Manager Ewald confirmed that they had been charged in the past and noted that whether they should be charged would be discussed in the next item.
- Tr. Stokebrand suggested that the party responsible for removing the barricades after the block party should be specified in 462-7D. (removed by the block party chairperson to be picked up by the Department of Public Works.)
- Village Manager Ewald questioned if the number of block parties should be limited each year. Tr. Couto stated he was not interested in limiting them.
- Tr. Stokebrand questioned how many people needed to sign the application to request a block party. Village Manager Ewald believed approximately 20 lines were included on the application. She did not believe an address was required on those lines. Tr. Stokebrand did not believe the form needed to be updated to create any additional administrative burden. Tr. Couto did not believe that signatures were necessary but was not opposed to keeping the current form.
- Village Manager Ewald questioned if Emergency Operation Plans should be included with an application for a Special Event. She provided her perspective that they should be. She noted that these plans often include roadblock requirements (barricades, vehicles) and inclement weather plans, so that people know how to respond to certain activities. She noted that the Police Department has traditionally been in charge of development and review.

- Tr. Couto agreed that Special Events should have Emergency Operations Plans that are clear between the applicant and the Village.
- Tr. Stokebrand also noted that she was in favor of requiring them.

#### Action

- Tr. Stokebrand moved to recommend the attached ordinance repealing and replacing Chapter 462, "STREET FESTIVALS," of the Shorewood Municipal Code and renaming it "SPECIAL EVENTS AND RESIDENTIAL BLOCK PARTIES ON A PUBLIC WAY OR PUBLIC PREMISES, subject to special event permit finalization with the changes discussed. Tr. Couto seconded. Vote 2-0.

#### Follow Up-Items

- Staff will update the draft ordinance with the suggested changes, confirm which areas of the Village are recommended to be prohibited for block parties with the PD, NSFD and DPW and incorporate those recommendations into a revised draft for full Village Board consideration.

## 2. Provide recommendation on Special Event permit fee.

#### Discussion Points

- Village Manager Ewald noted that a chart of comparable fees from other municipalities had been provided for reference. She pointed out that Shorewood's current fee is \$100.
- Tr. Couto stated that he did not have a problem with the current fee. He believed that events should not have to face additional hurdles and did not see these events causing budget issues. Village Manager Ewald noted that it was not necessarily about the financial cost, but the opportunity cost of having these departments deployed into doing things outside of their day-to-day operations.
- Tr. Stokebrand questioned if the current fee also attached fees from the DPW and PD. Village Manager Ewald noted that it currently does not, but that it had in the past with direction from the Village Board at the time of individual event approval. She noted that events were treated differently if organized by a community organization, such as the BID, versus a private business.
- Tr. Couto questioned if the costs associated with rerouting busses was included in charges. Village Manager Ewald noted that the County installs their own detour signage but stated that DPW will create/post no parking signs.
- Tr. Stokebrand said she was inclined to charge back for DPW and PD services. She did not want to put staff in a decision of deciding which events needed those services or should be charged fees. She did not believe the fees would discourage applicants and thought the additional fees related to the actual cost of hosting the event.

#### Action

- Tr. Stokebrand moved to defer recommendation on a Special Event permit fee until a future meeting. Seconded by Tr. Couto. Vote 2-0.

#### Follow Up-Items

- Staff will place this item onto a future item for further consideration.

**Motion to adjourn.** Tr. Stokebrand moved, seconded by Tr. Couto to adjourn. Motion carried at 7:35 p.m.

Respectfully submitted,

Bart Griepentrog, AICP  
 Planning & Development Director