



Lake Geneva Business Improvement District Board Meeting Minutes February 1, 2016

In Attendance:

Board Members: Tammie Carstensen, Andrew Fritz, Steve Monticello, Mike Kocourek, Sean Payne, Kevin Fleming

Guests: Erin Thornburgh

Absent: Roger Wolff

Baker House

8:10am

- Minutes
 - Motion to approve by Mike Kocourek -- Second by Sean Payne -- Motion passed
- Financials for January
 - Some of these expenses are from 2015
 - Audit – Need to find out when the city will be rolling into their audit - 2015 or 2016?
 - Continue Financials until March 2016 meeting for further review
- Website
 - SEO – need to improve (Google Key Words)
 - Suggestion by Tammie Carstensen to have an “Annual Meeting”
- Events
 - Winterfest
 - VIP Dinner, Wednesday at Riviera (put together gift baskets)
 - Bella Vista Massages: Stop and talk to Charlie (Create coupons and announce at dinner)
 - Tammie, Sean, myself for photos
 - BINGO: 6-9, Monday
 - Marathon
 - Finally received city comments on contract last week
 - Motion by Tammie Carstensen to hire a manager but hold off until April 2017
 - Second by Kevin Fleming -- Motion passed
- Visit Lake Geneva
 - Review of Marketing meeting
 - Website ad spot
- Future Projects
 - Wifi presentation given by Andrew Fritz
 - Option to use TIF money (Ability to use for emergency - Beach, Flat Iron, etc part of city)
 - Andrew will talk to communication committee and RFP to move forward
 - Motion by Tammie Carstensen to move forward with BID getting RFP for downtown Wifi and music subscription service with microphone
 - Second by Kevin Fleming -- Motion passed
 - Umbrellas for downtown
 - Horse and Carriage may come back to town
- March 7th next meeting
- 10:18am Motion to adjourn by Kevin Fleming
 - Second by Andrew Fritz -- Motion passed