



Lake Geneva Business Improvement District Board Meeting Minutes March 7, 2016

In Attendance:

Board Members: Tammie Carstensen, Andrew Fritz, Mike Kocourek, Kevin Fleming, Roger Wolff

Guests: Erin Thornburgh, Beverly Leonard, Blaine Oborn

Absent: Sean Payne, Stephen Monticello

Baker House

Call to order 8:05am

- Motion to approve minutes by Andrew Fritz – Second by Kevin Fleming – Motion passed
- Motion to approve financials by Tammie Carstensen – Second by Kevin Fleming – Motion passed
 - Blaine Oborn made aware will be switching auditor to coincide with the city for 2015
 - Did get property tax settlement in February
 - Blaine Oborn will have Christmas items for 2015 moved to 2015 statement
- Newsletters/Blog posts
 - SEO proposal to hire a professional to assist
- VISIT LAKE GENEVA
 - What happened to free banner ad on the visitlakegeneva site?
 - Board members need to push it to happen
 - The BID is not a typical member – it is a (room) tax entity
 - Blaine Oborn discussion on room tax issues:
 - City of Lake Geneva wants to create a contract with Visit Lake Geneva
 - Contract to specify services and continue to do downtown events and tasks
 - Motion by Roger Wolff to support the city's position to have a contract with Visit Lake Geneva be in place on additional room tax dollars received – Second by Mike Kocourek – Motion passed
 - Good idea for the city to migrate to giving Visit Lake Geneva more money
 - Discussion about sales tax (county) – Lake Geneva creates about 25% of county
 - Premier resort tax or room tax percentage are possible solutions
 - Blaine working with Representative August & Senator Nass
 - Could use money to build conference center with parking garage
 - Create more year-round tourism

- EVENTS
 - Lake Geneva Marathon
 - Motion by Mike Kocourek to get additional proposals by next meeting to make decision by end of April – Second by Kevin Fleming – Motion passed
 - Oktoberfest
 - Continue similar to what we did last year with giant pumpkin weigh-in
 - St Patrick's Day
 - Leprechaun costume and candies for Saturday before – March 12th)
 - WIGCOT
 - March 13th-15th – Erin Attending
- Future Projects
 - Communications Committee
 - Update by Andrew Fritz: Downtown WiFi is a “NO GO” next 2 years because of security issues
 - Music is still an option – getting bids to present to communication committee
 - Committee will need approval & BID will need to approve payment
 - Can make a Lake Geneva channel – or can license a current channel
 - Sidewalk steamer should be here in a few weeks
 - Cleaning before Memorial Day and again after Oktoberfest
 - Downtown umbrellas
 - Check with Ken at city for zoning etc – will be insured by city
- Strategic Planning session
 - Need to review and add items to next month agenda
- Business recruitment
 - Would like to see coordinated effort between BID, Visit Lake Geneva, LGEDC, and city of Lake Geneva
- Expanding BID or auxiliary memberships
 - Check with Chuck Law on parameters/legislation
- Next meeting April 4th
- Motion to adjourn by Kevin Fleming – second by Tammie Carstensen – Motion passed (9:58am)