



Lake Geneva Business Improvement District Board Meeting Minutes – April 11, 2016

In Attendance:

Board Members: Tammie Carstensen, Andrew Fritz, Mike Kocourek, Sean Payne, Kevin Fleming, Roger Wolff
Guests: Erin Thornburgh, Blaine Oborn, Philip Sassano

Absent: Steve Monticello

Baker House

Call to order: 8:04am

- Minutes
 - Motion to approve by Roger Wolff – Second by Kevin Fleming – Motion passed
- Financials (2015 Final and 2016 up-to-date)
 - \$6600 receivables for 2014 taxes in arrears
 - \$16000 for 2015 in unpaid taxes
 - Will eventually get paid when taxes are paid (put on cash basis by county)
 - Motion to approve by Sean Payne – Second by Tammie Carstensen – Motion passed
 - Using city auditor for the first time in a while/separate and part of city audit (done in about a month)
 - Blaine will check on W-9 information for paying help
- City News
 - New Mayor and alderman (election)
 - Ask new mayor to attend a meeting (get invite to any of the new alderman as well)
 - Theater approved and purchased! -- construction starting soon
 - Trevor hotel is down and parcel behind was purchased to be torn down as well
 - Widening hwy 50
 - Signage meeting – “on the short track but going out to bid by mid May” Blaine
 - New and uniform signage being done - Entry signs into the city – paid and maintained by Chamber
 - Letter to chamber we would like to include other downtown events
 - Was discussed at city meeting as well – CC city on the letter to get moving
 - Tammie – Premium Resort Tax? How does the BID Board feel about it? (Referendum)
 - Blaine will be looking at Nov referendum – start working on it after TIF closes (put on agenda for June)

- Tree board – may have an abundance and would like our opinion on where to put them
 - Some on Broad Street need replacing? Uplighting? – Board will let me know if they have any suggestions
- American Flags – bad press but a rebuttle was placed online ... every building used to have a flag pole hole (30 years ago) – currently only one business is doing it – need application from the city (as with the umbrellas)
- Business Expo – April 19th – city will have a booth and happy to promote our literature
 - Magnets with events and website/social media info
- Events
 - Paint-In: Phillip would like to request specific artists outside their store
 - Marathon: send Bridgette’s information to Mike
 - At the Lake is interested in partnering up with us and be a co-sponsor
 - St Patrick’s Day has been put in
 - Chamber is asking for banners for the Gage Mail boat (all summer unless being used) – asking for fees waived (Gage is interested in becoming BID “member”)
- Visit Lake Geneva
 - New marketing staff –
 - business expo
- Future Projects
 - Phillip – Need for concierge card – what’s happening on a weekly basis (weekly primer)
 - Start (small) a retail business organization – LG Retailers associated (marketing coop etc)
 - Create a monthly card and distribute to hotels etc – can share with constant contact lists of each and every business (relating to activities and shopping)
 - Business development and social media - Training on parking, events, city, recruiting, offering services
 - Newsletter & Blog
 - Roger suggests getting a “celebrity” to endorse Lake Geneva
 - Pilot Program the BID is behind ... can use our logo to promote (link to our website)
 - Video of business owners to share with prospects – and welcome packet
 - Phillip will reach out to Erin mid-week to move forward
 - Welcome packet to be presented soon
 - Steam Cleaner – Sean Payne motions approval for up to \$8000 – second by Tammie Carstensen– Motion Passed
 - SEO – need to start blogging in order to create new contact – Facebook widget/RSS feed?
 - Riviera Vacancy update: Dunn field concession is first person to inquire (Open to suggestions)
 - Currently in 2 year leases – but can look at leasing and subleasing to different stores (Roger Wolffe) or restaurant or conference center (April 1 – Nov 30) – nothing signed for 2018
 - Cedarfields location – 4 different woman together to create a “gallery” of sorts – jewelry/clothing/etc
 - Jones NY and Pete’s spaces are still paying rent – less motivation to rent it out
- May 9th – next meeting!
- Motion to adjourn by Mike Kokourek – Second by Sean Payne – Motion Passed 9:54pm