



**TOURISM COMMISSION
MONDAY, OCTOBER 12, 2020 – 4:00PM
LAKE GENEVA CITY HALL; COUNCIL CHAMBERS**

THE CITY OF LAKE GENEVA IS HOLDING MEETINGS VIRTUALLY WITH LIMITED CAPACITY IN COUNCIL CHAMBERS TO COMPLY WITH SOCIAL DISTANCING DUE TO THE CORONAVIRUS (COVID-19) PANDEMIC. HERE'S HOW YOU CAN PARTICIPATE:

4:00 p.m. October 12, 2020 Tourism Commission

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AGENDA

- 1) Chairman, Waspi call the meeting to order
- 2) Roll Call
- 3) Comments from the public limited to 5 minutes, limited to items on this agenda
- 4) Approval of the Tourism Commission minutes from September 22, 2020
- 5) Update from Stephanie Copsey (Independent Contractor for Tourism Commission) Meet at the Lake Promotional Activity
- 6) Update from Tourism Entity (VISIT Lake Geneva) on Promotional Activity, Calendar, and Hotel Performance
- 7) Update from Lake Geneva Business Improvement District (BID) on Events, Activity, and Status on Prior Grants Awarded
- 8) Written financial update provided by Comptroller regarding Room Tax Dollars Collected, Financials, current Budget & Disbursements

- 9) **Motion to go into Closed Session** pursuant to Wis. Stat. 19.85(1)(e) for the purposes of deliberating or negotiating the purchase of public properties, the investing of public funds, or conducting other specified business whenever competitive or bargaining reasons require a closed session RE:
- 1) VISIT Lake Geneva Tourism Marketing services for the next three years (2021-2023)
 - 2) Stephanie Copsey contract renewal
 - 3) Walworth County Visitors Bureau RFP
- 10) **Motion to return to open session** pursuant to Wisconsin Statutes 19.85 (2) and take action on any items discussed in closed session
- 11) Discussion/Action on Tourism Promotional Grant Program and Requests:
- a.) Continuation of discussion of Lake Geneva Regional News, Digital Marketing Effort from the August 12, 2020 Tourism Commission meeting
 - b) Lake Geneva Jaycees “Pub & Grub Crawl”
 - c) Lake Geneva Balloon Company “Geneva One”
 - d) Lake Geneva Winter Bridal Expo
- 12) Future meeting agenda items (next meeting date Monday, November 9, 2020 at 4pm)
- 13) Adjourn

*This is a meeting of the Tourism Commission.
No official City Council action will be taken; however, a quorum of the Council may be present.*

cc: Tourism Commissioners, Mayor, Administrator