



**TOURISM COMMISSION**  
**WEDNESDAY, OCTOBER 10, 2018 – 5:00PM**  
**CONFERENCE ROOM 2A, CITY HALL**  
**AGENDA**

**Committee Members:** Chairperson, Tammie Carstensen, Vice-Chair, Andrew Fritz, Charlie Lorenzi, Brian Waspi Alderpersons: Rich Hedlund, Shari Straube

1. Meeting call to order by Chairperson Carstensen
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 12, 2018
5. Update from Tourism Entity (Visit Lake Geneva) on Promotional Activity, Calendar, and Hotel Performance
6. Update from Lake Geneva Business Improvement District (BID) on Events and Activity
7. Update Room Tax Dollars Collected, Financials, current Budget and Disbursements
8. Discussion/Action on Museum of Ice Cream
9. Discussion/Action on Tourism Promotion Grant Program and Requests:
  - a. Santa Cause
10. Discussion/Recommendation on Grant Modifications for 2019:
  - a. Identify and validate the use of the City of Lake Geneva logo on their event marketing material
  - b. Limit all Grant Presentations to 10 minutes
  - c. Reimbursement for funding needs to be submitted 45 days after the date of the event or initiative
11. Agenda items and next meeting date November 14, 2018
12. 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.*