



**Lake Geneva Business Improvement District
Board Meeting Minutes – January 9, 2017
8:00am - Baker House**

In Attendance:

Board Members: Tammie Carstensen, Andrew Fritz, Steve Monticello, Mike Kocourek (via phone), Sean Payne, Kevin Fleming, Roger Wolff

Guests: Erin Thornburgh, Blaine Oborn, Beverly Leonard, Mike Halverson

Absent:

Baker House

8:08am

- Motion to approve December minutes by Tammie Carstensen – second by Sean Payne – passed unanimously
- December Financials not ready for approval – need year end
- City: (per Blaine Oborn)
 - Cameras – believe they are going up and will ask for reimbursement (8)
 - Peg sent status of coordinator’s reimbursements
 - Snow removal – not everyone shovels and becomes a problem during storms
 - one visitor threatening lawsuit
 - Kevin Fleming states would like cleaned at least a couple feet from the curb
 - Blaine states the street department is responsible for the streets
 - Blaine thinks the BID should hire someone to shovel all sidewalks
 - Steve Monticello feels the business owners did great job but city dropped the ball on clean up
 - Beverly states it’s a matter of timing
 - City will pay whatever they have to get streets cleaned/removed
 - A couple board members need to speak to Tom Earle at street department
 - Kevin/Steve – tenants or landlords need to clean their area(s)
 - What would it cost to hire someone?
 - Roger expresses he does not think we should hire someone to do it
 - Mike shares he already hires someone – could get a quote for entire BID
 - (This is all conversation for 2018 – Mike will get a bid for it)
 - Tourism commission
 - Approved by council – more flexibility with room tax
 - City attorney is working on the ordinance
 - Considering the YMCA or Veterans Park (otherwise all money would have to go to VLG without accountability)
 - Kevin feels we should set up commission before setting up the convention center – the commission needs to have at least 1 or 2 lodging members, a representative from the BID, etc
 - Money could also go to Walworth County ... there are multiple outlets - commission would make those decisions
 - “tourism economic development to bring heads in beds”

- Parking – on the Public Works agenda for this Thursday – the recommendation will likely to go council on the 23rd
 - The mayor predicts the rates will remain the same, but the hours many change, because it would cost too much to change the signage
- Premier resort area sales tax – will be on capital budget agenda
 - Right now practicing “deferred maintenance” and borrowing
 - Williams Bay is not interested
 - Delavan is interested
 - Have yet to hear from Fontana etc
- Petition to legislature – tax loophole for big box stores (dark store theory)
 - Resolution went out – contact your legislators to address the issue
 - Beverly started a petition for people to sign (stop commercial taxes from going down & residential going up)
 - Blaine has a meeting with legislators within the month to discuss
 - Mike wonders what the legislation would read as may also prohibit downtown owners from lowering their taxes
 - Roger thinks it’s outside the scope of the bid board – what is our charge?
 - Tammie suggests to “table it” – Kevin thinks should be on the agenda for next month in order to learn more
- Events
 - All of our events need to be added to the FB page
 - Cocoa Crawl – post it and invite everyone
 - Locations can have Hershey kisses or something small in case they run out of treats
 - Get a stamp for each store
 - Talk to Reach for the ability to add events on a calendar
 - BINGO – cannot sell alcohol at the Riviera
 - Bonfire on the Beach
 - Tammie doesn’t want to do it if we do not have everything set
 - Tammie makes a motion to cancel the Bonfire on the Beach – second by Mike – passes unanimous
 - Sean thinks VLG is out of line to not let us use the fire rings
 - Beverly is also upset (should not have to pay both organizations to order the same items)
- Store News
 - Theatre – making progress – but no actual date yet (end of Feb start losing grant money \$100/day) – not sure if will open one part at a time or if they will open in totality
 - Bike shop/coffee bar in good vibes
 - Panera bread rumors
 - Distillery is a long process – continue to work it through – challenging
 - Oakfire tearing down and rebuilding (spending \$13000 on parking to get it done)
 - Signage going in plum crazy, absolutely home, and global hands to help get renters
 - Kevin suggests putting dog sled in a window advertising Winterfest
 - (Kevin will ask/suggest – Tammie will suggest at VLG board meeting)
- Marketing/Advertising:
 - Had our membership meeting

- Kevin suggests Reach or Nei Turner – to work on a budget, etc – should be done at once and set up by February
 - VLG not doing anything to promote downtown shopping – disappointed in what Joe did for videos
 - Steve and Sean will get a quote from Nei Turner
- Tammie asks about costs of using billboards
 - Beverly thinks they are effective

Roger leaves 9:08am

- Simple billboard with shop, dine, stay, play ... etc
- Signage downtown – some are facing the wrong way
- New business packet
 - Would like one made – Erin has started making one
 - Have it done by april 30th
- Working on photos for all events, activities, etc
 - Erin suggests Ryan Bensheimer
- Events: do we need more events? March, April, May? Paint-In (June)
- Beverly would like to see an event to keep overnight stays (stay downtown)
 - Lake Geneva Paint-In – we need to control and pay for set-up, let them do the work
 - have the rental company set everything up (or other crew)
- Earth Day? Saint Patrick's Day? Guinness World Record?
 - Combined = world's shortest St Patrick's Day parade
 - Dyeing the white river = DNR permission (Sean will find out)
 - Dye the lagoon and let it go from there (vegetable dye)
 - Get the bars involved with specials? bar hop? (ask Colin/Jes Bush)
 - Application would be needed by January 17th (after finding out from DNR)
 - Close center street – need leprechaun
- Winterfest reception
 - Mike, Sean, Steve, Erin
 - gift baskets
- standard banners – seasonal (11 total) welcome
 - submit permit to put up/take down while doing others – so we can have something up at all times
 - get prices from Yunker's
- Beverly would like the board to consider having an alderman be part of the meetings
- ***Beverly and Sean leave*** 9:50am
- Blaine has a meeting to discuss the tables and chairs (ice cream shops) – stronger controls
 - Steve asks who determines what's tasteful and not
- ***tammie leaves 9:59am***
- Next meeting: February 13th
- Motion to adjourn by Kevi Fleming – second by Andrew Fritz – Motion passes (10:02am)