

LAKE GENEVA BUSINESS IMPROVEMENT DISTRICT

BOARD MEETING

Monday, January 7, 2019 – 8:00 a.m.

Harbor Shores, Lighthouse Room

300 Wrigley Drive, Lake Geneva, WI 53147

Call to Order 8:00am

Roll Call Present: Sean Payne, Tessa August, Steve Monticello, Roger Wolff, Kevin Fleming, Andrew Fritz, Bridget Leech, Ashely Zittlow

Absent: Sean Levitt (excused)

Also Present: Lisa Aurand, Bruce Bennett, Alderman John Halverson, Mayor Tom Hartz, Mike Rasmussen. Lisa Otto and Jen Lepkowski arrive at 8:05am. Jim Strauss arrives at 8:18am.

Ashley Zittlow excused to leave at 8:46am

Approval of minutes from the December 3, 2018, Regular Business Improvement District meeting

Wolff moves to approve the minutes. August seconds. No discussion. Motion carries 6 to 0.

Financials

August motions to approve the financials. Fleming seconds.

Fleming asks when the City eventually gets paid back taxes, does the BID get their portion of the taxes? BID will post the un-collected taxes as a negative on our balance sheet. No further questions or discussion. Financials approved 6 to 0.

City News and Mayor Hartz Update

Mayor Hartz provides an update. The new City Administrator, Dave Nord, has started. A new person has been hired at the front counter. Her name is Amanda. She is full time and reports to the finance department.

Geneva and Cook, Brick and Mortar building will be up at planning commission for final approvals to move the building. If it can be moved, that solves a lot of problems. If it can't don't know what's going to happen.

At the staff level, a policy is being written for liquor license so there is a standard instead of first come, first served. Currently, there is one outstanding liquor license and maybe a second one or two coming in. Once drafted, this will go through committees.

Roger Wolff compliments Fred Walling and asks if we can give Fred more decision and authority making on changes to downtown design. For example, if we want to paint the building an approved color, can he approve so we don't go to planning commission. Mayor Hartz comments that they are writing a new downtown design ordinance and it will do just that.

Visit Lake Geneva Update

Lisa Aurand provides an update for Visit Lake Geneva. Moving forward, Business After Hours will be changed a bit. Four times a year, we will do business after hours as a multi-chamber event. Next event is January 16th at Emagine Geneva Lakes. In April, Elkhorn will host, in July, Delavan will host and in October, East Troy will host.

Geneva Hair Lounge Grand Opening event is January 17th. Event begins at 5pm with a ribbon cutting.

VLG is working on finalizing locations for annual dinner and tourism summit. They will be attending the Travel and Adventure show January 12th and 13th at Rosemont Convention Center. This show has 30,000 attendees over

2 days and showcases 250 destinations from around the world. Grand Geneva, Lake Lawn and Geneva Inn are joining VLG at the booth.

Sean noted comments regarding customer service and how Lake Geneva needs to work on customer service. Aurand acknowledges that, on February 19th, VLG and multi-chambers will be hosting a seminar on merchandising, customer service and social media.

Roger Brooks Update Leech updates the board that progress is being made on follow up to the Roger Brooks presentation. A steering committee is formed, to include one member from each supporting organization: BID, VLG, Economic Development, Tourism Commission and the City. The steering committee has met twice to form a list of people to invite to be part of smaller committees that represent 4 groups of people: public sector, merchants, property owners and residents. A letter will be sent out, from the steering committee, inviting people to sit on these committees.

Ice Rink and Ice Castles update Leech provides an update on the opening dates of both. No further discussion.

Vacancy Report Leech shares the vacancy report with the board. No discussion or questions.

Discussion/Action on Hilmoor property ideas Wolff requested this item. Is there a way we can work with the City to reach out to the owners? He wasn't sure how to move this forward, but would like to discuss ideas. There is current litigation, so the City Attorney wouldn't suggest reaching out. Reach out to City Attorney before doing anything. Wolff thinks the lawsuit goes away if there is a project on the table. Fritz comments that perhaps we should encourage concerned citizens to reach out, but, being an entity of the City, the BID should not directly act.

Discussion/Action on the BID becoming at 501c3 Leech discusses whether or not the BID should become a 501c3. It was noted that the previous City Administer discouraged it. Leech will sit down with the City Attorney to discuss options.

Wolff makes a motion that we move forward on this, subject to City Attorney approval and approve funding to come out of our 2019 budget. Tessa seconds the motion. Motion carries 6 to 0.

Discussion/Action on available Board Seats

Sean Levitt – still interested

Roger Wolff – still interested

Andrew Fritz – still interested, but it is noted that he will no longer be in the BID because he will no longer be the owner of the Baker House by the end of the month, assuming the sale goes through.

Payne makes the motion that we recommend to Mayor Hartz the approval of Sean Levitt, Roger Wolff and Andrew Fritz. Fleming seconds the motion. No discussion. Motion carries 6 to 0. Leech will send an email, confirming the recommendations, to Mayor Hartz.

Questions/Comments on Director's Report No questions or discussion

Other Business Nothing noted

Set Next Meeting Date: Monday, February 4, 2019 Next meeting confirmed for February 4th at Harbor Shores.

Adjourn Fleming motions to adjourn the meeting. Monticello seconds the motion. Meeting adjourned at 8:47 a.m.