

**BOARD OF DIRECTORS MEETING MINUTES**

**February 13, 2017**

**LG BUSINESS IMPROVEMENT DISTRICT**

**Board of Directors meeting was called to order at 8:00a.m. at the  
Baker House, 327 Wrigley Drive**

**Board Member Attendees:** Mike Kocourek (President), Sean Payne, Kevin Fleming, Tammie Carstensen, Andrew Fritz, Roger Wolff

**Visitor Attendees:** Erin Thornburgh, Blaine Oborn, Chief Michael Rasmussen, Karin Bennett, Sylvia Martinez-Mullally

**I. Approve Minutes from January 9, 2017**

- a. Motion to approve minutes of January 9, 2017 by Tammie Carstensen with corrections; seconded by Sean Payne – passed unanimously.

**II. Financials**

- a. Motion to approve Profit & Loss statement January through February 9, 2017 by Kevin Fleming; Second by Steve Monticello – Passed unanimously. Mike Kocourek noted that complete financials should be ready shortly from the City – Unanimous
- b. Classic Party Rentals – Erin Thornburgh commented that we have not yet paid this invoice and the company is now calling her personal cell phone. After much discussion, Carstensen stated that she would call Classic Party Rental to negotiate the final invoice due to damage created from their staffing and the unprofessionalism of tearing down prior to the event.

**III. Events**

- a. Erin Thornburgh commented that the cocoa crawl was very successful and the winner of the cocoa crawl was The Cornerstone Shoppe.

**IV. City News**

- a. Chief Rasmussen noted that one camera is installed in order to test the system. The completion of the camera installation is expected within the next 30 days based on final testing of memory.
- b. Sylvia Martinez-Mullally discussed the parking meters. They will be reinforced effective March 1, 2017 and that the decision to change rates has not been finalized. Currently the rates will stay the same.
- c. City Administrator Blain Oborn briefly discussed the tourism commission. The revised proposed ordinance will be presented at the February 21, 2016 FLR meeting and BID Board members are encouraged to attend. After much discussion, Fleming noted that he will draft up a letter and attend the meeting on behalf of the BID.

**V. Store Updates**

- a. Kocourek discussed the distillery noting that the date is unknown due to state permitting.
- b. Erin Thornburgh noted that bike shop is due to open in April.
- c. Carstensen questioned when we will be able to have a welcome packet available to potential new store owners. Possibly create an RFP for a research company to develop the much needed information such as stats, dollars generated, permitting process, garbage removal etc. Carstensen also presented information pertaining to a pedestrian study retrieved from Darien Schaeffer at Visit Lake Geneva. Additional information will be available at the March meeting for review. Roger Wolff suggests Thornburgh work with Andy Dammeir with the LGEDC. Possibly have a complete draft by April 30, 2017.

**VI. Member Questions/Concerns**

- a. Kathy George has requested a seat on the BID Board. Wolff has been in contact with the Georges, however after much discussion, there are no seats open at this time. The Board would entertain having the Georges on a BID committee. Wolff will correspond with them.

**VII. Marketing/Advertising**

- a. Nei Turner – Nei Turner is proposing contracting our social media and print for \$25,000. After much discussion, this is tabled until March meeting. The Board would like to see a presentation from both Nei Turner and David Scotney.

**VIII. Visit Lake Geneva**

- a. Discussion about Winterfest and foot traffic in local businesses.

**IX. Adjournment**

- a. Motion to adjourn by Kocourek; seconded by Fleming – unanimous

Motion to enter closed session by Kocourek; seconded by Fleming.

Motion to enter into Open session by Kocourek; seconded by Fleming

Motion to adjourn at 10:02 a.m. by Kocourek; seconded by Payne

**The next Board meeting will be March 6, 2017 at 8:00am**