

TOURISM COMMISSION

WEDNESDAY, FEBRUARY 14, 2018 – 5:00 PM

CONFERENCE ROOM 2A, CITY HALL

Meeting called to order by Chairman Gelting at 5:03 pm.

Roll Call: Present: Ald. Flower, Gelting, Lorenzi, Carstensen Absent: Ald. Hedlund, Fritz
Also Present: Administrator Oborn, VLG - Svitak, BID - Leech

Comments from the public limited to 5 minutes, limited to items on this agenda

Kevin Flemming spoke on item 10B, and he emphasized keeping as much of the tourism dollars in the city/downtown as possible.

Joe Tominaro, VLG Marketing spoke to item 12 providing background to the opportunity to host the seven state conference of Convention and Visitor Bureaus at the Riviera which is coordinated by the US Meeting Magazine. VLG proposing hosting the group at the Riviera, even though there's no correlation to overnight stays and seeking Tourism Commission Grant dollars for sponsorship.

Approval of the Tourism Commission minutes from December 13, 2017.

Ald. Flower motion to approve, second from Gelting. Motion carried unanimously.

Flower commented on making minutes with complete sentences.

Update from Tourism Entity (Visit Lake Geneva) on Promotional Activity, Calendar, and Hotel Performance

Ed Svitak shared VLG's January Board Minutes highlighting increase in website and Winterfest event numbers with a record of 30,000+ on Saturday. Svitak has also heard mixed results as Kevin Flemming mentioned in retail sales being down and Tammie said it was a tough January.

Update from the Lake Geneva Business Improvement District (BID) on Events and Activity

Cocoa Crawl was a success with 750 maps handed out, and 214 seats sold for the viewing of Frozen at the Geneva Theatre. The full January Pedestrian Report, Winterfest Pedestrian Report and an August Pedestrian Report were provided as a comparative of a summer month pedestrian traffic to a winter month. The BID also provided pedestrian tracking for a winter Friday, cocoa crawl Friday, a summer Friday, and an overall events calendar. Still working on Lodging by the Lake, and two grants to be submitted for the March meeting.

Discussion/Action on Room Tax Dollars collected, Financials, Budget, and Disbursements Administrator Oborn provided report.

Motion by Carstensen to pay 2017 balance due of \$54,455, and first quarter 2018 for \$25,000 second by Flower. Motion carried unanimously.

Discussion/Action/Recommendation on the City's Short-term Rental Ordinance and corresponding State Law Change

Oborn reported that the Plan Commission is working to update the city ordinance.

Discussion/Action on Tourism Promotion Grant Program requests

a. Visit Lake Geneva

The concensus was to continue to March.

Discussion/Action on Municipal Development including:

a. The Riviera Building Promotion, Renovation, and Winterfest 2019

There was concern with scheduling Winterfest 2019 with Riviera 2019 closure. VLG to apply for city event permit for 2019.

b. Cooperative Convention Center (Lodging by the Lake)

Oborn agreed to have Harbormaster forward inquiries to Asst. City Clerk, Elder to field calls and promote Lodging by the Lake and surrounding establishments as an alternative to the Riviera for 2019.

c. Ice Castle

Discussion was continued to committee meeting next month.

Discussion/Action on Hotel Rooms Rented Reporting including use of the Visit Lake Geneva STR and City Room Tax Reporting

Oborn to provide hotel room tax reporting form to Gelting

Discussion/Action revised on Visit Lake Geneva Tourism Entities Contract

Motion by Carstensen to approve agreement with changes to 8.f.vii and viii as noted, second by Gelting. Motion carried 4 to 0.

Future agenda items and meeting date

Next meeting will be March 14, 2018

Lorenzi motion to adjourn at 6:20 pm, second by Gelting. Motion unanimously approved.

/s/ Blaine Oborn, City Administrator/Secretary

02/28/2018 10:00 am

THESE MINUTES ARE NOT OFFICIAL UNTIL APPROVED BY THE TOURISM COMMISSION