

BOARD OF DIRECTORS MEETING MINUTES
March 6, 2017
LG BUSINESS IMPROVEMENT DISTRICT
Board of Directors meeting was called to order at 7:30a.m. at the
Baker House, 327 Wrigley Drive

Board Member Attendees: Mike Kocourek (President), Sean Payne, Kevin Fleming, Tammie Carstensen, Steve Monticello, Roger Wolff

Visitor Attendees: Tristan Crist, Beth Pumas, Blaine Oborn, Chief Michael Rasmussen

I. Approve Minutes from February 13, 2017

- a. Motion to approve minutes of February 13, 2017 by Tammie Carstensen; seconded by Sean Payne – passed unanimously.

II. Financials

- a. Mike Kocourek noted that the financials are not final. Discussion about classic party invoices. Kevin Fleming noted that there may be a discrepancy where Classic Party was paid twice. One directly to the vendor and another paid to Erin Thornburgh. Kocourek will review with City treasurer.

III. Events

- a. Fleming applied for the permits, however we are still in need of a street use permit for paint in and Maxwell street days. Fleming also noted that we have not applied for Festival of Lights yet as we still have time. The City will need to know our banner program. Steve Monticello would like to see us co-op with other events. After much discussion, Fleming introduced the idea of welcome signs versus banner co-ops. Fleming will fill out banner permit forms based on current scheduled events in downtown.

IV. City News

- a. Chief Rasmussen noted that the camera system is still being tested and intersections should be completed by the end of April.
- b. Kocourek questioned the approximate date of completion for Hwy 50 construction. Chief Rasmussen expects that the work would be complete by Memorial Day weekend.
- c. Fleming discussed the tourism commission and noted that there would be a committee of the whole meeting tonight. The current proposal for the tourism commission is 2 council members, 1 citizen at large, 2 hotel representatives (1 of which is preference to the BID), and 2 businesses at Large (1 of which is preference to the BID). Fleming is concerned that Darien Schaeffer does not think the BID should have preference on the tourism commission. Fleming will attend tonight's meeting representing the BID.
- d. Carstensen discussed the potential pedestrian study. After discussions with Dan Flynn at Motionloft, she recommends the BID seek a proposal for 4 points of origin. After much discussion it was agreed that Carstensen would seek a proposal to introduce to the BID Board, The City of Lake Geneva and Visit Lake Geneva with the 4 points being the 700 block of Main, 200 block of Broad, 200 block of Center and another location to be determined at a later date. The entire project is not expected to exceed \$20,000 for a one year study.

V. Marketing Agency Proposal Presentations

- a. Presentation by Barb Krause representing Nei Turner
- b. Payne distributed a presentation from Reach. David Scotney was unable to attend, however would entertain Board members meet with him one on one.

- VI. Administrative/Event Planning Services Proposal Presentations**
- a. Sarah Hill distributed a proposal and resume and discussed advancing and goals of the BID.
 - b. Bridget Leech distributed a resume and discussed managing and strategizing a vibrant downtown.
 - c. Philip Sassano presented several BID opportunities from a Business owners perspective
- VII. Marketing/Advertising**
- a. No action was taken. A separate meeting will take place to discuss the applicants
- VIII. Closed Session**
- a. Kocourek motions to go into closed session pursuant to Wis. Stat. 19.85 (1)(e)€ deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business, wherever competitive or bargaining reasons require a closed session regarding Independent Contractor Erin Thornburgh; Roger Wolff seconds
 - b. Fleming motions to allow city Administrator Blaine Oborn and Chief Rasmussen to be included in closed session. Roll Call – Kocourek, Payne, Fleming, Carstensen, Monticello, Wolff (yes), so moved
 - c. Kocourek motions to return to open session pursuant to Wis Statues 19.85(2); Fleming seconds. Roll Call – Kocourek, Payne, Fleming, Carstensen, Monticello, Wolff (yes), so moved
- IX. Open Session**
- a. Kocourek motions to proceed with strategy as it pertains to Erin Thornburgh as discussed in Closed Session; Wolff seconds.
 - b. Fleming motions to adjourn at 10:35 am; seconded by Kocourek – unanimous

The next Board meeting will be April 3, 2017 at 8:00am