

LAKE GENEVA BUSINESS IMPROVEMENT DISTRICT BOARD MEETING

Monday, March 12, 2018 – 8:00 a.m.

Baker House

327 Wrigley Drive, Lake Geneva, WI 53147

Call to Order. 8:01 call to order

Roll Call. Present: Sean Payne, Mike Kocourek, Steve Monticello, Roger Wolff, Kevin Fleming.

Also Present in the Audience: John Halverson, Sylvia Mullally

Absent: Tessa August, Andrew Fritz

Approval of minutes Wolff motions to approve the minutes from the February 5th, Regular Business Improvement District meeting. Fleming seconds. No discussion. Motion carries 5-0.

Financials. Motion by Wolff to approve financials. Fleming seconds. No discussion. Motion carries 5-0.

City News. Halverson and Sylvia provide updates on Main Street construction project. A discussion of signage took place. Oborn arrives at 8:13am.

Election takes place on April 3rd and re-organization meeting will be the third Tuesday in April. Oborn provides an update on the Visitors Center and Riviera sales. Nan Elder is officially responding to sales calls from the Riviera.

Wolff opens up a discussion of Riviera programming and needs assessment for the space. Leech will draft a letter in regards to uses of the Riviera.

Visit Lake Geneva News. No one present to report. Ed Svitak is at Governors Conference on Tourism. Leech touched on a few items, including the upcoming Business Expo and branding RFPs.

Action/Discussion on Snow Removal. Leech to reach out to other municipalities to research their snow removal plans. Once complete, Leech and Fleming and Payne will meet with Tom and Neil from the Streets Department to discuss options.

Bike Racks. Discussion of adding more bike racks into the downtown area. Leech will look at the current bike study to see where opportunities might exist.

Liquor License Reserve liquor license discussed. Two adjoining municipalities have available licenses. Oborn took some consensus of the Alderman and there is not a real strong consensus to look at the available licenses. No action taken.

Car Charging Stations. Fleming asked the BID Board if car charging stations were something we should consider putting downtown. Currently, some neighboring resorts have charging stations. Sylvia is against us putting this in an existing City space. Leech will look at options and report back.

Ice Castle. Continue to next agenda item

Questions/Comments on Director's Report

Leech provided a brief update on the following items.

- a. **Taste of Lake Geneva.** Applications have been sent out.
- b. **Ice Castle.** Leech is working with Ryan, from Ice Castles, to get the proper permitting and submit a funding request to the Tourism Commission.
- c. **Downtown Open House.** This is a statewide program organized by Connect Communities. Leech asked the board for ideas on spaces that might qualify for the Downtown Open House (historical significance, places you don't normally have access to etc.)
- d. **Alley Project.** Discussion of shutting down the alley between Avant and the Geneva Theater.
- e. **Pet Friendly Stickers** Leech has developed and printed pet friendly stickers for downtown businesses to hang in their windows
- f. **Marathon – possible partnership with Visit Lake Geneva.** BID Board is open to this possibility. Leech will continue discussion with Visit Lake Geneva.

Other Business. None

Set Next Meeting Date: Monday, April 2nd

Adjourn Fleming motions to adjourn. Kocourek seconds the motion. Meeting adjourned at 9:48am

MINUTES NOT OFFICIAL UNTIL APPROVED BY BID BOARD