

TOURISM COMMISSION MINUTES

WEDNESDAY, MARCH 14, 2018 – 5:00 PM

CONFERENCE ROOM 2A, CITY HALL

Meeting call to order by Chairman Gelting at 5:02 pm

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

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

Joe Tominaro, 527 Center St. – Request to approve UMCVB event as a promotion grant with VISIT listing “Lodging by the Lake” and the City as sponsors.

Approval of the Tourism Commission minutes from February 14, 2018

Carstensen motions to approve the February 14, 2018 Tourism Commission minutes, second by Lorenzi. Motion carries 4 to 0.

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

Ed Svitak provided update and handout.

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

Bridget Leech provided update and handout.

Discussion/Action on Room Tax Dollars Collected, Financials, Budget, and Disbursements

Administrator Oborn provided update with information in packet

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

Handout shared Draft Regulation of Tourist Rooming Houses / Short-Term Rentals ordinance being considered by the Plan Commission

Discussion/Action on Tourism Promotion Grant Program

Three grant requests were submitted by: 1) WCCVB, 2) VISIT Lake Geneva, & 3) Horticultural Hall

Discussion/Action on Municipal Development including:

- a. **The Riviera Building Promotion, Renovation**
2020 bookings have already started. Piers, Harbor, & Lakefront to look at 2019 scheduling at next meeting.
- b. **Cooperative Convention Center (Lodging by the Lake) including BID Proposal**
Discussed proposal and Leech from the BID will provide proof of support from The Cove and provide more detail on a plan.
- c. **Ice Castle**
Leech from the BID to lead the Tourism approval process and the City permit process. VLG to submit JEM Grant application.

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

Documents were presented regarding the hotel rooms rented from the STR and City Room Tax reporting.

Future agenda items and meeting date

Next meeting to take place on April 18 at 5:00 pm

Motion to go in to Closed Session pursuant to Wis. Stat. 19.85(1)(e) for purposes of conducting other specified public business, whenever competitive bargaining reasons require a closed session for the Tourism Promotional Grant Program Requests

Motion by Hedlund, second by Gelting to go into closed session at 6:53 pm and carried via roll call.

Motion to return to open session pursuant to Wisconsin Statutes 19.85 (2) and take action on any items discussed in closed session

Motion by Gelting, second by Hedlund to return to open session at 7:10 pm and carried via roll call.

Motion from Hedlund, second by Gelting to fund \$600 for WCCVB Riviera Reception through the Tourism Promotion Grant. Motion carried 4-0.

Motion from Hedlund, second by Gelting to fund \$450 for the rental of the Riviera for Midwest CVB conference through the Tourism Promotion Grant. Motion carried 4-0.

Motion by Hedlund, second by Gelting to continue discussion on Horticultural Hall grant application to April meeting. Motion carried 4-0.

Motion to adjourn by Gelting, second by Hedlund at 7:13 pm. Motion carried 4-0.

THESE MINUTES ARE NOT OFFICIAL UNTIL APPROVED BY THE TOURISM COMMISSION

03/20/2018 10:00 am

cc: Tourism Commissioners, Mayor, Administrator, Media