

LAKE GENEVA BUSINESS IMPROVEMENT DISTRICT BOARD MEETING

Monday, April 1, 2019 – 8:00 a.m.

Harbor Shores, Lighthouse Room

300 Wrigley Drive, Lake Geneva, WI 53147

Call to Order Payne calls the meeting to order at 8:03 am

Roll Call Present: Sean Payne, Tessa August, Roger Wolff, Andrew Fritz, Steve Monticello, Kevin Fleming, Sean Levitt and Bridget Leech

Also present: Mayor Hartz, Lisa Aurand, Roger Wolff, Chief Rasmussen, Dave Nord, Sylvia Mulally, Jen Lepkowski, Lisa Otto, Bruce Bennett and Jim Strauss

Approval of minutes from the March 4, 2019, Regular Business Improvement District meeting. Fleming motions to approve the minutes. Levitt seconds the motion. Motion carries 7 to 0.

Financials August motions to approve the Financials. Fritz seconds the motion. Motion carries 7 to 0.

City News and Mayor Hartz Update

Mayor Hartz provides an update. All four communities around the lake are supporting each other in trying to eradicate the invasive species in the lake near Trinke Lagoon.

Snow removal is being discussed with DPW. They are revising a few strategies and ordinances to see if we can work together better.

The Mayor will be appointing committees in the next couple of weeks. He is looking for people with fresh perspectives.

Regarding the Riviera, the public input phase is still happening.

Visit Lake Geneva Update Lisa Aurand provides an update and notes that Stephanie Klett starts on April 8th. She will represent VLG at this meeting starting in May. VLG's next partner meeting is on April 10th. The next multi-chamber business after hours is at the East Troy Brewery from 5-7pm on April 17th. There is a multi-chamber network scramble on May 9th from 8am – 12pm at Lake Lawn. Ten area chambers present will be in attendance. Restaurant Week is from June 1 – 9. Sponsorships are available and participants are welcome. Information will be published in the partner newsletter tomorrow.

Roger Brooks Update Leech updated the Board regarding the process. The sub-committees presented their ideas to the steering committee on April 16th. The steering committee is taking their ideas and developing an action plan to move forward.

Discussion/Action on spending \$2,000 to update Streets of Lake Geneva website Wolff motions to approve the spend of \$2,000 for a website update. August seconds. Motion carries 7 to 0.

Discussion/Action on Treasure Hut orders and items Leech presents current expenditures with Treasure Hut and asked for discussion on moving forward. Hanging baskets will not be changed, but Leech is able to cut costs in some other areas pending discussions with Treasure Hut. Payne, Leech and Treasure Hut to sit down to discuss plans moving forward

Discussion/action on the creation of an Economic Development Committee Wolff requested this agenda item be discussed. Wolff discussed possibly hiring someone to do this. Wolff and Leech will work on finding

somebody to get a bid. Levitt supports the idea of this becoming a sub-committee as well. He would love to be involved with this. The Board discussed the possibility of hiring someone to develop the initial piece and then form a BID sub-committee.

Wolff asks what happens when City Hall gets a question about opening a new business. Dave Nord responds saying most go to the Building and Zoning department. Registration and Licenses go to the City Clerk. Aurand offered her help, based on her background as well.

Questions on Vacancy Report Leech to re-visit signage to place in vacant storefronts.

Questions/Comments on Director's Report No questions or discussion

Wolf departs at 9:01am

Parking Presentation and Updates – Sylvia Mullally presents a parking program called the Last Mile. BID Board requests that this is an agenda item for next month's meeting so we discuss possible ways to help. Mullally to follow up with Leech on exact numbers/cost for the pilot program.

Other Business Payne asked about the BID gum removal machine and advised that we need to use the gum removal to clean the sidewalks before Spring. Leech will work on this task.

Motion to go into Closed Session pursuant to Wis. Stat. 19.85(1)(c) considering employment, promotion, compensation or performance evaluation data of any public employee over which the governmental body has jurisdiction or exercises responsibility regarding executive director compensation.

This item is continued. Board member who requested it be on the agenda had to depart. Payne will talk to Wolff to confirm he still wants this item on the agenda.

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

Set Next Meeting Date: Monday, May 6, 2019 May meeting is confirmed for 7:40am at Harbor Shores.

Adjourn August motions to adjourn the meeting. Monticello seconds the motion. Meeting adjourned.