

# LAKE GENEVA BUSINESS IMPROVEMENT DISTRICT BOARD MEETING

**Monday, April 2, 2018 – 8:00 a.m.**

**Baker House**

**327 Wrigley Drive, Lake Geneva, WI 53147**

**Call to Order.** Meeting called to order by Vice President August at 8:02 a.m.

**Roll Call.** Present: Kevin Fleming, Steve Monticello, Andrew Fritz, Tessa August.

Absent: Mike Kocourek, Sean Payne

Also Present: Lt. Ed Gritzner, Ed Svitak, Blaine Oborn. John Halverson is out ill.

**Approval of minutes from the March 12, 2018, Regular Business Improvement District meeting.**

Fleming motions to approve the minutes from the March 12<sup>th</sup> regular business improvement district meeting. Monticello seconds. No discussion. Motion carries unanimously.

**Financials. (ask Lorraine)** Fleming motion to approve financials. Fritz seconds the motion. Motion carries 4-0. Leech to follow up with Lorraine to find out how much tax revenue is missing from previous years.

Roger Wolff arrives at 8:05a.m.

## **City News.**

City Administrator Oborn provides the update. 2019 bookings for the Riviera are open and Chuck's voicemail is officially changed. Chuck was able to get an ad in the summer *At the Lake* magazine to help attack bookings for 2019. MSI General has been selected for architectural services for the Riviera. The goal is to get the contract signed at Tuesday's (April 6<sup>th</sup>) FLR meeting. Oborn touched base on the election, taking place tomorrow (April 3<sup>rd</sup>). Main Street Reconstruction is well on its way and Oborn acknowledged that the City has learned from some of the bugs from this project. Ross Dress for Less is moving ahead. They are splitting up properties to avoid a public hearing.

**Visit Lake Geneva News.** Svitak provides an update. The visitors center is on schedule to be completed by May 15<sup>th</sup>. The project is slightly over budget. Svitak provides occupancy and RevPar updates. April 24<sup>th</sup> is the Business Expo at Grand Geneva. Visit Lake Geneva did a \$70,000 (including co-op money) campaign involving bus wraps and are receiving good feedback. The official tourism agreement is signed for a 3-year deal.

Wolff asked Svitak if there is any ripple effect from Foxconn that we could possibly benefit from in Lake Geneva. Svitak comments that Derek D'Auria, from WCEDA, is taking the lead role on this.

**2019 Budget Planning.** Discussion took place on what the BID would we do if we had more money. Possible ideas discussed were to increase our marketing budget, possible co-op advertising with other downtown businesses, Lodging by the Lake, a part-time retail specialist ("another Bridget") etc.

Leech will look at the budget further and see if there is room to adjust items line items and possibly fit in a part time retail specialist. Leech will also set up a budget workshop for the board to participate in. One part of the workshop will discuss the overall BID budget number and the next is to create a possible schedule of increasing the budget number 3-5% over a course of time.

**Dark Store Theory.** The board discussed writing a letter to state legislators regarding the Dark Store Theory. Fleming has written letters on his own and will share them with Leech. Leech will work with Oborn on this. Oborn notes that The League of Municipalities has been good at supporting the Dark Store Theory.

**Crosswalk Safety.** Item tabled because Sylvia is working on this project. It was noted that the Vandewald bike & pedestrian plan pointed a lot of dangerous intersections. A brief alley safety discussion to place.

**Discussion/Action on purchasing white event fencing.** Café Permit says a bollard and rope is acceptable, so the BID board asked Lt. Gritzner if this would be acceptable for our events. Gritzner will double check on this. Table this item and find a more cost-effective option.

**Questions/Comments on Director's Report.** Brief discussion about car charging stations..

**Other Business.** Recent vacancies report was briefly discussed.

Lt. Gritzner provided an update on the downtown cameras. Leech will work with the Police Department to see how the BID can help expand this project. Leech to provide an update at May meeting.

**Set Next Meeting Date:** Monday, May 7, 2018 confirmed

**Adjourn.** Fleming motions to adjourn. Wolff seconds. Meeting adjourned.