

BOARD OF DIRECTORS MEETING MINUTES
April 3, 2017
LG BUSINESS IMPROVEMENT DISTRICT
Board of Directors meeting was called to order at 8:00a.m. at the
Baker House, 327 Wrigley Drive

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

Visitor Attendees: **Bridget Leech**, Chief Michael Rasmussen, Neil Waswo, -David Scotney

I. Approve Minutes from February 20,2017, March 6, 2017 and March 14, 2017

- a. Motion to approve minutes of 2/20/2017, 3/6/2017 & 3/14/2014 by Roger Wolff; seconded by Sean Payne – passed unanimously.

II. Financials

- a. No motion to approve Mike Kocourek presented the 2016 complete financials , however a motion to approve should wait until audit is complete. Andrew Fritz questioned whether the net income should be retained earning? Kocourek indicated that the label is correct as is.

III. Marketing Agency Proposals

- a. David Scotney of Reach presented a proposal indicating this will be a two week infrastructure. His firm will develop a brand guideline, content, offer a sample media post, sample ads, develop a road map, a paid marketing strategy, help with communication to the BID members, manage the content matrix (tweets), and create a photo shop which the BID would have full ownership of. Wolff inquired about event measurements, Scotney indicated yes, especially from a social media and promotional standpoint. Measurements include instructions for photo opportunities with rules of what works and what doesn't. For example which pictures will get the most exposure. Scotney also indicated that the proposal will include customizing a daily check list for social media. A Jr coordinator would be available for an additional \$20.00 per hour. A BID Facebook page would be created for members only. Kevin Fleming inquired about rebranding to "Streets of Lake Geneva" due to lack of ownership for Lake Geneva Downtown. After much discussion Payne motions to accept proposal from Reach and the monthly maintenance through 2017; Wolff seconds ~ passed unanimously.

IV. City News

- a. Chief Rasmussen noted that the cameras are still work in progress.
b. Neil Waswo indicated that the Hwy 50 project should be completed by Memorial Day as long as the weather cooperates.
c. Review of contract as presented by Bridget Leech on behalf of Studio10aLLC. Leech indicated that she would be setting up an email bridget@streetsoflakegeneva.com and discussion of future projects concluded the introduction of incoming BID District Administrator.

V. Store Updates

- a. Kocourek discussed 729 Main Street, an incoming furniture & women's accessory store opening Memorial Day Weekend, possibly vacation rental near Carvetti's, a hot dog purveyor in the old Global Hands location and a spa in the previous Plum Crazy location.

VI. City Updates

- a. The tourism Commission will consist of 2 council members, 1 lodging facility, 1 Citizen at Large and 1 BID member. The Mayor will be making his appointments at the April 24, 2017 Committee of the Whole meeting.

VII. Adjournment

- a. Motion to adjourn by Kocourek; seconded by Fleming – unanimous

Next Meeting May 1, 2017 at 8:00am, Baker House, 327 Wrigley Drive

Minutes are not official until approved by the Business Improvement District Board