



TOURISM COMMISSION

WEDNESDAY, APRIL 11, 2018 – 5:00PM

CONFERENCE ROOM 2A, CITY HALL

AGENDA

1. Meeting call to order by Chairman Gelting
2. Roll Call
3. Comments from the public limited to 5 minutes, limited to items on this agenda
4. Approval of the Tourism Commission minutes from March 14, 2018
5. Update from Tourism Entity (Visit Lake Geneva) on Promotional Activity, Calendar, and Hotel Performance
6. Update from the Lake Geneva Business Improvement District (BID) on Events and Activity
7. Discussion/Action on Room Tax Dollars Collected, Financials, Budget, and Disbursements
8. Discussion/Action/Recommendation on the City's Residential Short-term Rental Ordinance and corresponding State Law Change
9. Discussion/Action on Tourism Promotion Grant Program and Requests:
 - a. Geneva Area Foundation/Horticultural Hall
 - b. Lake Geneva Attractions (Cruise Line, Canopy Tours, Tristan Christ Magic Theatre)
 - c. Love Lake Geneva
 - d. Ice Castle
 - e. Additional proposals
10. Discussion/Action on Tourism Municipal Development including:
 - a. Cooperative Convention Center
 - i. Lodging by the Lake BID Proposal
 - ii. Cooperative Convention Center Partners (Library, Horticulture Hall, Hotels in City, Riviera, Museum, Geneva Theater, YMCA)
 - iii. Technology (for conference leased space)
 - iv. Convention Space Lease Samples for Partners

- b. Ice Castle
 - i. Proposal
 - ii. City Permit application
 - iii. Tourism Grant application

- c. The Riviera Building
 - i. Promotion/Booking responsibilities
 - ii. Renovation Update (Timing and Firm/process)

- 11. Discussion/Action on Hotel Rooms Rented Reporting including use of the Visit Lake Geneva STR and City Room Tax Reporting
- 12. Discussion/Action/Recommendation on formalizing Mission and Vision Statements
- 13. Future agenda items and next meeting date May 9, 2018
- 14. 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
- 15. Motion to return to open session pursuant to Wisconsin Statutes 19.85 (2) and take action on any items discussed in closed session
- 16. Adjourn

<p><i>This is a meeting of the Tourism Commission.</i></p> <p><i>No official City Council action will be taken; however, a quorum of the Council may be present.</i></p>

04/09/2018 5:00pm

cc: Tourism Commissioners, Mayor, Administrator, Media