

# **TOURISM COMMISSION**

## **WEDNESDAY, APRIL 11, 2018 – 5:00PM**

### **CONFERENCE ROOM 2A, CITY HALL**

Meeting call to order by Chairperson Gelting at 5:00 pm

**Roll Call:** Chairperson Gelting, Ald. Hedlund, Representative Lorenzi, Carstensen, and Fritz, 5:05 pm Ald. Flower arrived.

**Also Present:** Administrator Oborn, Deputy Clerk Elder, VLG – Ed Svitak, BID Executive Dir, Leech, Mayor Elect Hartz

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

Speaker #1: Nick Vorpagel, here to represent Item 9.c., Love Lake Geneva a podcast, Instagram, and apparel line based on Bridget Leech's experience from working with Milwaukee Home, and Nick Vorpagel's experienced in Podcasting. They're the brainchild of Love Lake Geneva and aim to inspire local citizens to love the town they live in and become ambassadors of our city when we have visitors here; ultimately turning one time visitors into people who stay multiple nights.

Speaker #2: Bridget speaking to Item 9.c. asking as a citizen to develop an experiential promotional campaign. She moved back here kicking and screaming, and as a citizen is looking to build a town that she and her family want to live in. They didn't go to an entity to sell the campaign, because they believe it's about the local citizens. They want to promote things like Sopra's Tuesday \$25 dinner and local coffee shops and they'll work with the BID, VISIT, and other organizations too.

Speaker #3: Sean Payne, President of BID Board asking for support this evening on 9. c. Love Lake Geneva & 10. a. Lodging by the Lake.

#### **Approval of the Tourism Commission minutes from March 14, 2018**

Motion by Carstensen to approve the March 14, 2018 minutes, second by Lorenzi. Motion carried 6 to 0 with exception of noting JEM portion orchestrated by VLG, process of Ice Castles managed by Leech.

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

Executive Director, Ed Svitak presented monthly report. Carstensen requested that VLG share the list of participating hotels broken out in the report moving forward. Ald. Flower also requested the report in comparison to other counties be presented at the May meeting.

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

Executive Director, Bridget Leech presented monthly report. Chairman, Gelting requested list of participating Open House Connect Communities to take place on May 19<sup>th</sup> from 10:00 to 4:00 pm. Leech stated, Horticultural Hall, Geneva Theatre so far.

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

Administrator Oborn shared monthly room tax numbers.

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

Oborn stated the city is trying to be as stringent as we can be to the state law on Short-term Rentals. Short-term rentals can have it by right, but if don't comply with the ordinance twice their license can be revoked.

Get the ordinance in place, approximately \$2,000 fee, list on the website and let the public do the policing and city will send out citations. Fontana likely to charge \$2,000, county likely to charge \$1,000 currently. No action taken.

## **Discussion/Action on Tourism Promotion Grant Program and Requests:**

### **Geneva Area Foundation/Horticultural Hall**

Charlene Klein said looking to promote mid-week meetings to help generate overnight stays. Requesting \$1,000 for Midwest meeting and promotion. Question from committee member if Horticultural Hall is part of Lodging by the Lake. Noted that it hasn't gone into contract with any entities.

### **Lake Geneva Attractions (Cruise Line, Canopy Tours, Tristan Christ Magic Theatre)**

Tristan Christ and Seth Elder spoke for the request. New partnership opportunity with Lake Geneva Attractions which has highest traction for experiences and a major driver bringing tourists to town. This is a new collaborative effort to create a promotional video for Lake Geneva Attractions. They've developed a website and are planning a Facebook promotion for the video (cost was \$1,800) where each of the three partners will be spend \$2,000 a piece on the Facebook promotion. As a way to incorporate the promotion of overnight stays, they'll offer Lake Geneva Hotels the opportunity to purchase a promotional space by adding in their hotel link/tag on the Facebook post. The promotion will run in the Spring through the Fall.

### **Love Lake Geneva**

Nick Vorpapel & Bridget Leech spoke for the request. A Podcast, Instagram, & Apparel for promotion of Love Lake Geneva. They intend to use coupon codes at events that are trackable. They'll also state where to stay at the end of a Podcast promotion. Someone once told Nick there needs to be, "more things to do then there is time in the day which will essentially drive room nights." Love Lake Geneva will offer coupon codes and if there's a downtown event they will be there to help promote it. There's no intention to profit from Love Lake Geneva and just like the BID any money made will be put back into the LLC. They believe engagement and generating a profit are measures of success.

### **Ice Castle**

Ryan the owner of the Ice Castle project was on spring break. Oborn stated the request is forthcoming.

### **Additional proposals**

None

**Discussion/Action on Tourism Municipal Development including:**

**Cooperative Convention Center**

**Lodging by the Lake BID Proposal**

Leech spoke regarding proposal. Fox Cities Paper Valley Hotel closest example supplemental sales effort with a part-time salary. Appleton reference by Gelting.

**Cooperative Convention Center Partners (Library, Horticulture Hall, Hotels in City, Riviera, Museum, Geneva Theater, YMCA)**

Incorporate into the Lodging by the Lake including school facilities.

**Technology (for conference leased space)**

Incorporating wifi into the Riviera, and other tech brought into the Riviera.

Similar tech throughout various meeting spaces in the downtown. If brought on board . Looking for expertise on tech needed for conference spaces.

**Convention Space Lease Samples for Partners**

**Ice Castle**

**Proposal**

**City Permit application**

**Tourism Grant application**

Presentation by Leech. Looking to start the process with approval from appropriate committees and City Attorney review/approval. Recommend coming to the Piers meeting on April 18.

**The Riviera Building**

**Promotion/Booking responsibilities**

**Renovation Update (Timing and Firm/process)**

Report by Oborn. MSI General was selected looking at operative use.

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

Can manually survey the hotels to report their numbers.

**Discussion/Action/Recommendation on formalizing Mission and Vision Statements**

Motion to discuss next month by Flower, second by Fritz. Motion carried 6 to 0.

Future agenda items and next meeting date May 9, 2018 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 to go into closed session to include staff and Mayor Elect Hartz, second by Flower. Motion carried via roll call at 6:34 pm

**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 Fritz, second by Hedlund to return to Open session. Motion carried via roll call at 7:24 pm.

Motion by Hedlund, second by Lorenzi to approve the Ice Castle contingent upon Permits from the City and Attorney review for \$25,000. Motion carried 5 to 0.

Motion by Flower, second by Lorenzi to fund Lodging By the Lake for three year commitment of \$38,000 per year and per City Attorney review. Motion carried 5 to 0.

Motion by Chairman Gelting, second by Carstensen to fund Horticultural Hall a 50/50 match up to \$1,000 and requiring tracking for promotion of overnight stays. Motion carried 5 to 0.

Motion by Chairman Gelting, second by Fritz to fund a 50/50 match up to \$3,900 for Lake Geneva Attractions and requiring tracking social network impressions for promotion of overnight stays. Motion carried 5 to 0.

Motion by Carstensen, second by Fritz to fund a 50/50 match up to \$2,949 for the Love Lake Geneva campaign and requiring tracking impressions. Motion carried 5 to 0.

Motion by Ald. Hedlund to adjourn at 7:34 pm, second by Lorenzi. Motion carried 5 to 0.

**THESE MINUTES ARE NOT OFFICIAL UNTIL APPROVED BY THE TOURISM COMMISSION**

*04/27/2018 5:00pm*