



Lake Geneva Business Improvement District Board Meeting Minutes – May 9, 2016

In Attendance:

Board Members: Roger Wolff, Andrew Fritz, Sean Payne, Mike Kokourek, Kevin Fleming

Guests: Erin Thornburgh, Blaine Oborn, Roger Wolff

Absent: Tammie Carstensen, Stephen Monticello

Baker House

8:03am

- Minutes (April 11th) – Motion to approve by Kevin Fleming – Second by Andrew Fritz – Motion Passed
- Financials
 - Should there be an excess is there something we would like to budget for?
 - \$25,000 for advertising we haven't used yet – open to suggestions
 - Discussion (requested by Roger Wolff, Jayne) about billboards to reach day-trippers
 - Mike will put together budget for what amount we have to spend
 - Audit is still being worked on, but should be coming out pretty soon
 - Roger Wolffe would like to see 2015 actual with 2016 budget – we should receive better financials
 - Motion to approve financials by Kevin Fleming – Second by Andrew Fritz– Motion Passed
- Auxiliary Memberships
 - Gross annual income divided by number of members to determine rough cost
 - Public notice (LGRN) – map/location guidelines (City limits)
 - Motion to create an auxiliary membership at \$950/year for businesses within the city limits made by Roger Wolffe – Second by Sean Payne – Motion passed
- CITY
 - Buying a lot for parking – between Lake Shore and Mills (across from YMCA) – 40-50 spots – using left over TIF funds – closing on it Thursday, demo house, and start construction (parking fund)
 - Open to ideas for alternate parking – can use stickers? Employees?
 - Discussion with Cove about additional parking, but they turned it down
 - Blaine Oborn will email a map of Lake Geneva parking to Erin
 - Town bank lot may be available as well – may become auxiliary member
 - Entry signs

- Main Street Project timeframe – as signs currently read “Coming soon” - Blaine will let Erin know
 - A Park-N-Ride has been proposed with the state near intersection of Highway 50 & Highway 12
- (BLAINE LEAVES 8:47am)
- PAINT-IN
 - No umbrellas – could potentially order in the future or businesses could purchase individually to be responsible
- MARATHON
 - Two quotes received from different race management companies
 - Roger Wolff would like to look at the risk versus reward for hiring a company at that cost
 - Mike Kocourek suggests it depends on the number of participants? (If 1000, lose \$20,000)
 - Roger Wolffe suggests the management company be “incentivized” so there is less risk
 - License the event to Nei Turner - contact Barb to see if they are interested in licensing the event for a year
 - The event needs to start and finish downtown – while keeping integrity of downtown top priority
- Store Fronts
 - 729 Main = Rootbeer Revelry (Dells and Galena)
 - CR Goodfinds into old “Jones NY”
 - Distillery (846 Main Street) – permits have not gone before the city yet
 - Lower Level 700 block Main Street – group of local artists
 - New Silver shop on Broad Street
 - Ted Harig proposing to become B&B (Geneva Street)
 - McCoullough’s residence on Geneva Street turning into B&B – going before city soon
- Future Projects
 - Andrew will follow up on music
 - Flowers to be planted the week before memorial day
 - Steamer – cleaning of sidewalks
- Visit Lake Geneva
 - Regata discussion
 - Working with Blaine on a contract for the city’s contribution of room tax dollars
- (ROGER LEAVES – 9:24am)
 - Have they evolved into a for profit entity?
 - Roger Wolff, Jayne, would like to see BID stronger to become a bigger player
 - How to get stores open longer - an ongoing discussion/problem
- Possibility of inviting the Mayor and Council members, as well as the new theatre owner, to future meetings
- Motion to adjourn buy Kevin Fleming – second by Mike Kokourek – Motion passed (9:38am)