

TOURISM COMMISSION MINUTES

WEDNESDAY, MAY 09, 2018 – 5:00PM

CONFERENCE ROOM 2A, CITY HALL

Meeting call to order by Vice Chair Carstensen @ 5:00 pm

Roll Call: Present: Ald. Hedlund, Straube, Lorenzi, Fritz, Carstensen, and Chairman Gelting arrived at 5:17 pm Also Present: Mayor Hartz, Administrator Oborn, Deputy Clerk Elder.

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

Tristan Crist Magic Theater, Lake Geneva Canopy Tours & Cruise Line. Thank you for funding Lake Geneva Attractions and they're already seeing good traction on the posting.

Approval of the Tourism Commission minutes from April 11, 2018

Motion to approve Hedlund, second by Lorenzi. Motion carried 4 to 0.

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

Ed Svitak presented the monthly VLG & STR report. Lodging by the Lake getting proposals now.

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

Bridget Leech presented the monthly BID report & Events update.

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

Administrator Oborn shared his report.

Discussion/Action on Tourism Promotion Grant Program and Requests:

a. **Spark Fitness, dba Frogs Hops Sports**

Motion to continue discussion by Carstensen, second by Halverson. Motion carried 6-0.

b. **Geneva Theater**

Motion to do a 50/50 match up to \$1,000 by Gelting, second by Hedlund. Motion carried 6-0.

Discussion/Action on Tourism Municipal Development including:

c. **Cooperative Convention Center**

i. **Lodging by the Lake BID Proposal**

Leech still working on the contract, but will have it completed by the next meeting.

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

No action taken

Technology (for conference leased space)

No action taken

Convention Space Lease Samples for Partners

No action taken

d. **The Riviera Building**

Promotion/Booking responsibilities

Discussion on how to manage during the transition until the hiring of the new Lodging by the Lake representative is hired.

Renovation Update (Timing and Firm/process)

Looking to Oborn for overview of the status of contract scope, budget, and timing.

Next meeting date June 13, 2018

Motion to adjourn by Carstensen at 6:54 pm, second by Lorenzi. Motion carried 6-0.

05/21/2018 12:00pm

cc: Tourism Commissioners, Mayor, Administrator, Media