

**TOURISM COMMISSION MINUTES
WEDNESDAY, MAY 17, 2017 – 5:30 PM
CONFERENCE ROOM 2A, CITY HALL**

Meeting called to order by Administrator Oborn, Staff Liaison to the Commission, at 5:30 p.m.

Roll Call. Present: Alderman Richard Hedlund, Alderman Cindy Flower, Citizen Chris Gelting, Business Rep. Charlie Lorenzi, BID Board Business/Hotel Rep. Andrew Fritz, and Hotel Rep. Tammie Carstensen. Also Present: Mayor Alan Kupsik, President & CEO of Visit Lake Geneva Darien Schaefer, and City Administrator Blaine Oborn.

Comments from the public limited to 5 minutes, limited to items on this agenda. None

Discussion on City Ordinance 17-03, An Ordinance to Establish a Tourism Commission. Administrator Blaine Oborn reviewed the ordinance with the members.

Election of Officers:

Chairperson. Carstensen/Hedlund motion to nominate Chris Gelting as Chairperson. No other nominations and nomination closed with motion by Hedlund/Flower. Chris Gelting as Chairperson passed by unanimous vote.

Vice Chairperson. Flower/Gelting motion to nominate Tammie Carstensen as Vice Chairperson. No other nominations and nomination closed with motion by Gelting/Hedlund. Tammie Carstensen as Vice Chairperson passed by unanimous vote.

Secretary. Carstensen/Gelting motion to nominate Blaine Oborn as Secretary. No other nominations and nomination closed with motion by Gelting/Flower. Blaine Oborn as Secretary passed by unanimous vote.

Chairperson Gelting takes over conducting meeting.

Discussion/Action/Recommendation on Room Tax Dollars the Tourism Commission will receive from the City.

Gelting/Carstensen motion to recommend: 1) Creation of Tourism Commission Fund for Tourism Commission Room Tax dollars received from City. 2) Tourism Commission Fund to Receive \$200,000 minimum in quarterly \$50,000 payments. 3) Tourism Commission Fund then to Receive Room Tax dollars at \$200,000 above the City Retention Limit. Unanimously carried.

Discussion/Action on Selection of the Primary Tourism Entity for Tourism Promotion Services/Functions for 2017 and corresponding Funding. Gelting/Hedlund motion to name Visit Lake Geneva the Primary Tourism Entity for Tourism Promotion Services/Functions for 2017 and corresponding funding using the same formula as City 2016 funding (payment of \$100,000 in quarterly \$25,000 installments, plus 25% of amount received over \$450,000). Unanimously carried.

Discussion/Action on Selection of the Primary Tourism Entity for Tourism Promotion Services/Functions for 2018 and beyond. Staff directed to pursue RFP with samples from other Tourism Commissions. Gelting/Carstensen motion to continue item to next meeting. Unanimously carried.

Discussion/Action on marking projects including Promotional Grant Program for events that generate overnight stays. Staff directed to make short application, do not restrict applicants, and most desirable for off season and week day events. Consensus was to continue discussion.

Discussion/Action on Municipal Development including:

The Riviera Ballroom Renovation. The Commission is open to participating in funding as the Riviera as a major tourism attraction. Suggest City make the space meeting friendly.

Studying the possibility of a Convention Center. Staff directed to broaden the scope and look at doing RFP.

Future agenda items and meeting date. Future agenda items are: 1) Revised Room Tax Dollars Forecast and more detail on collection, 2) Tourism Promotion Services/Functions for 2018 and beyond, 3) Promotion Grant Program, 4) Riviera Remodel Plan, 5) Convention Center Study, and 6) Code of Ethics.

Adjourn. Hedlund/Fritz motion to adjourn at 7:38pm. Motion carried unanimously.

/s/ Blaine Oborn, City Administrator/Secretary

THESE MINUTES ARE NOT OFFICIAL UNTIL APPROVED BY THE TOURISM COMMISSION