

LAKE GENEVA BUSINESS IMPROVEMENT DISTRICT BOARD MEETING

Monday, June 4, 2018 – 8:00 a.m.

Baker House

327 Wrigley Drive, Lake Geneva, WI 53147

Call to Order. Payne calls the meeting to order at 8:02am

Roll Call. Present: Sean Payne, Kevin Fleming, Andrew Fritz, Tessa August, Roger Wolff

Absent: Mike Kocourek, Steve Monticello

Also present: John Halverson, Ed Svitak, Mayor Hartz, Blaine Oborn

After roll call, Leech sees a text from Mike Kocourek noting that he will not make it and he'd like to step down from the board. If BID Board has any recommendations of people to fill the seat, they will send to Leech, who will direct to the Mayor for his consideration. After the meeting, Payne will call Kocourek to get a formal resignation.

Approval of minutes from the May 7, 2018, Regular Business Improvement District meeting.

Fleming motions to approve, Fritz seconds. Motion passes 5 to 0.

Financials. Fleming motions to approve financials from DATE meeting. August seconds the motion.

Motion passes 5 to 0.

City News

Downtown camera discussion No further discussion

20 Ingredients of an Outstanding Downtown Mayor Hartz provides handout and discussion.

Oborn provides an update. Ice Castles needs to work on the agreement with the City. Lodging by the Lake will be discussed further at Tourism Commission next week. Short term rental ordinance is going into effect. Main Street construction is done. The City is still evaluating the stop sign at Broad and Geneva St. Last Council vote is to leave up until June 25th. It will be on Public Works agenda on June 18th. Staff might rather see a stop light. The City is looking at Cook and Main for the next step on the ongoing downtown construction project. Discussion of doing it in 2019 or pushing it off to 2020. The next step would then be Broad and Main. A stretch of Wrigley and Cook will be done for mill and overlay (no reconstruction) in fall 2018, at night.

Hampton Inn is moving along. A dental office is going next to the drive through Starbucks and possibly a restaurant. Dunkin Donuts is working on engineering plans. Tristan Crist is moving out of downtown, behind Aldi. MSI General contracts are being reviewed, as it pertains to the Riviera.

Visit Lake Geneva News. Svitak provides an update. Provides a member list of VLG members that are BID members. BID members make up approximately 27% of the VLG membership (\$39k).

April marketing reports are reviewed. Largest projects as of last month: Geiger FAM Tour (20 travel writers) and Restaurant Week. Alpine Valley is back this summer. The Visitors Center is complete and VLG will host an open house on July 26th.

Discussion/Action on possible upcoming events/activities

Lake Geneva Marathon and Half Marathon – Frog Hop Sports

The BID Board would like to retain ownership of Lake Geneva Marathon, but is happy to have Frog Hop Sports use it. Leech will work on a written agreement about Licensing the name (similar to Women's Weekend).

Payne makes a motion to let Frog Hop Spots use the name Lake Geneva Marathon, pending a written agreement. Wolff seconds the motion. Carries unanimously 5 to 0.

Harry Potter Event – Queen Bee (kids/family). Discussion of a potential Harry Potter event to take place. Leech would like to provide support to Queen Bee for this event. BID Board agrees that the BID will support this and help as we are able.

Christmas Community Day Leech discussed a plan to involve the community with decorating downtown for the holidays. BID Board would like to have Leech move forward with this plan.

Questions/Comments on Director's Report No questions

Other Business. Wolff discusses the possibility of adding exterior white lights to his building at 201 Broad St. He would like to see a pilot program of lighting the buildings on the North block of 700 Main with perimeter white lighting. Will discuss further at July meeting.

Wolff departs at 9:07am

Set Next Meeting Date: Monday, July 2, 2018 or Monday, July 9, 2018. Next meeting will be July 9th

Adjourn Motion to adjourn made by Fleming. Second by Fritz.

MINUTES ARE NOT FINAL UNTIL APPROVED BY BID BOARD