



**LAKE GENEVA DOWNTOWN BUSINESS IMPROVEMENT DISTRICT
BOARD MEETING**

Monday, June 5, 2017 – 8:00 a.m.

Baker House

327 Wrigley Drive, Lake Geneva, WI 53147

Mike Kocourek called the meeting to order at 8:02 a.m.

Roll Call. 5 members in attendance: Mike Kocourek, Kevin Fleming, Roger Wolf, Andrew Fritz, Steve Monticello. Sean Payne is absent and excused.

Also Present: Police Chief Rasmussen, City Administrator Oborn, Building Inspector Fred Walling, Tammie Carstensen, Alderman Halverson, Nancy Elder, Karin Bennett, Tessa August, Kathy George,

Approval of Minutes. Kevin Fleming motions to approve the Regular BID Board Meeting Minutes from May 1, 2017 as prepared and distributed. Andrew Fritz seconds. Motion carries unanimously.

Financials. Audit is not complete, but is expected at July meeting. Nothing to approve because financials are not quote official yet.

City News.

- a. Downtown Code Enforcement** was discussed. Blaine introduced and welcomed Fred Walton. A letter was sent to some of the offenders. Benches in front of Lake Aire are being re-located due to a crowded sidewalk. Administrator Oborn is working on a provision to allow a table with two chairs and flowers to be allowed, as long as no merchandise is for sale. Currently, the provision does not allow for tables and chairs on the sidewalk, unless part of a café permit or creamery. Continued discussion of amending the ordinance took place.
- b. Zoning Process.** This will continue to carry over until Building Inspector Walton can get his feet wet a bit more. Then the city will dive in to this topic.
- c. Street Cameras.** Update from Police Chief Rasmussen: street cameras are up and running. There was one minor problem with a camera by Starbucks. There was a technical issue, Miske is working on fixing it.
- d. Main Street Widening.** Major progress was made over the weekend and project is almost complete
- e. Economic Development.** Three items will come to the comprehensive planning review: Hilmoor, Park property on Lockwood that the city is looking at and Ross Dress for Less. Ross is having trouble with the Economic Development Corporation.

Parking was discussed. A proposed increase in parking rates will go to the committee of the whole meeting and then to FLR. The city will be looking for money, due to the needed repairs to the Riviera. The proposed parking increase includes raising meters to \$2 per hour in the summer months for \$1.50 year-round. There is also discussion about charging for the Sage Street lot. Kevin Fleming, as a BID Board Member, spoke up and asked anyone in the audience who is concerned about this issue to come to the committee of the whole meeting to express their opinions.

Other parking updates include the discussion of the South Lakeshore Drive lot opening. The lot is not marked yet, but 10 hours of parking will be allowed. This lot has 40 spots and is another good spot for

local employees to park.

Visit LG News. Visit Lake Geneva (VLG) Board President, David Lindlow appointed Nancy Elder to be the VLG representative at BID Board Meetings. VLG is in the middle of a National search to fill Darien Schaefer's position. The total process is expected to last 60-90 days and it already underway. August is the goal to have a new President in place. Re-organization, to include Nan Elder over-seeing partnerships and Joe Tominaro over-seeing sales and marketing, will be decided upon at a board meeting being held the week of June 5th.

Logo Decision. A final 'Streets of Lake Geneva' logo was decided upon and shared with the board.

Review Newsletter. Executive Director Leech proposed the idea of an occasional newsletter being sent out to BID members to increase communication. Leech will send out the BIDs first newsletter this week.

Events Update

- a. **Paint-In.** 20 artists are committed. Event will take place this upcoming weekend, June 10th and 11th.
- b. **Taste of Lake Geneva.** Possible changes to pricing were discussed. Executive Director Leech requested input and feedback from local area restaurants, as well as the board, since she was not in her position during the event last year. Additionally, a copy of this year's restaurant participation application was provided to the board for review.
- c. **Oktoberfest.** Possibly changes to event layout were discussed. No decisions were made. Executive Director Leech provided a copy of the craft fair vendor application for the board to review. Additionally, Leech asked for feedback from the board on past year's events, so she could be as educated as possible going into this year's event.

Open Board Position Nomination and Vote. Two candidates to fill Tammie Carstensen's vacant seat: Tessa August, Director of Sales at Harbor Shores and Kathy George, owner of E-Street Denim, Sho Shoo, Brick and Mortar, and Bloomingbyrds.

5 to 1 vote to recommend Tessa August to fill Tammie Carstensen's vacant board position. Kevin had Sean Payne's proxy vote due to his absence. City Administrator Oborn to put the BID recommendation of Tessa August to the upcoming city council agenda.

Discussion of board term limits took place.

Other Business. None noted.

Set Next Meeting Date: July 3, 2017 or July 10, 2017. Mike proposes July 10th for next meeting.

Adjourn. Mike Kocourek motions to adjourn meeting. Kevin and **Andrew Fritz** seconds the motion.

Roger Wolf asked for an update of a request to gather RFPs for companies to help create a packet to provide businesses who are looking to open in downtown Lake Geneva. Executive Director Leech shared that she has been working with City Administrator Oborn on this entire process, but it is on hold until Building Inspector Walling gets his feet wet in the job a bit more.

This package should include all required city documentation/permits, what rents are in downtown businesses, gross sales per sq. ft. by sale category etc.

Mike Kocourek notes that we have a motion to adjourn and a second already. Meeting is adjourned at 9:07a.m.