



Lake Geneva Business Improvement District Board Meeting Minutes June 6, 2016

In Attendance:

Board Members: Tammie Carstensen, Steve Monticello, Mike Kocourek, Sean Payne, Kevin Fleming, Roger Wolff
Guests: Erin Thornburgh, Blaine Oborn, David Scotney

Absent: Andrew Fritz

Baker House

8:05am

- Motion to approve minutes from May meeting by Kevin – Second by Sean Payne – motion passed
- Financials – none available
 - Peg is retiring (October)
- Auxiliary Membership (Tammie) – what is our goal? No specific target, but get some added right away
 - We need a list of what is included/not included in their membership
 - no seat on board (or auxiliary member seat – non-voting)
 - “Beautification opportunities available upon discussion”
 - Participate in marketing – website/social media & discounts on event participation
 - Income needs to be separate Non-BID member account
 - Gage, Tuscan, Maxwell Mansion, Simple, Town Bank
 - Cross-Link to websites from each
- Website
 - Reach Creative – donate Creative – redo roughly \$2500
 - Camera available at Oakfire office if needed
 - Motion to ask David for his help and approve \$2000 to fix website by Roger Wolff – Second by Tammie Carstensen (David will put together what to get for that amount – will do photos pro bona for launch – then give additional costs for other options to help with website and social media) – Motion passed
 - (Guests can check-in on FB – can be rewarded to do so)
 - Get PDF from David on Social Media Deck
- Paint-In
 - What is this event do for the BID (members)?
 - Take a look at it for next year – what to do different/change
- Lake Geneva Marathon
 - Nei Turner – Barb will meet with her owners to discuss further – and let us know
 - Mike will arrange for race directors to come to next meeting to discuss – decision needs to be made

- Needs to be done right the first time! (even if that means 2018)
- City News
 - 227 S Lakeshore Drive – closed on property – working on tearing down (gutting and permits)
 - Tonight’s meeting – Premier Resort Tax topic – Tyler August is opposed & published
 - Have City Council to some of our meetings – can invite a couple at a time
 - Noodles, Qdoba, Aldi coming to Lake Geneva soon
 - Shuttle – Sylvia kicking around idea of partnering with us of a shuttle van for downtown
 - BID would need to see a proposal

[ROGER LEAVES 9:17am]

- Visit Lake Geneva
 - McCoullough property (Geneva Street) – going before council June 20th special meeting (not approved member)
 - Two seats available on VLG Board (Nick Vorpapel, Andrew Fritz, Barb Krause up for positions)
 - Restaurant Week going on now!
 - Are they Becoming a “for profit” – as they are charging for more
- Strategic Planning on future agenda
 - Review of notes from past meeting
- BID Businesses
 - CR Goodfinds open
 - Rootbeer Revelry open
 - The Sailor’s Wife (old Beadology) new name
 - Germaine’s moved
 - Memorial Day Weekend – light, discounts are already out?!
- Motion to adjourn by Mike Kocourek – Second by Kevin Fleming – Motion passed 9:39am