



TOURISM COMMISSION

WEDNESDAY, JUNE 13, 2018 – 5:00PM

CONFERENCE ROOM 2A, CITY HALL

AGENDA

1. Meeting call to order by Chairman Gelting
2. Roll Call
3. Comments from the public limited to 5 minutes, limited to items on this agenda
4. Approval of the Tourism Commission minutes from May 9, 2018
5. Presentation from Regi George and Rafael Santana from 'nalytix regarding data analytics as an alternative to quantifying tourism commission efficacy
6. Update from Tourism Entity (Visit Lake Geneva) on Promotional Activity, Calendar, and Hotel Performance
7. Update from the Lake Geneva Business Improvement District (BID) on Events and Activity
8. Discussion/Action on Room Tax Dollars Collected, Financials, Budget, and Disbursements
9. Discussion/Action on Tourism Promotion Grant Program and Requests:
 - a. Santa Cause
10. Discussion/Action on Tourism Municipal Development including:
 - a. Cooperative Convention Center
 - i. Revisit Lodging by the Lake BID Proposal
 - ii. Discussion / Action on Cooperative Convention Center as alternative to BID proposal (Library, Horticulture Hall, Hotels in City, Riviera, Museum, Geneva Theater, YMCA as possible partners)
 - b. The Riviera Building
 - i. Internet Wi-Fi discussion / action
 - ii. Renovation Update (Timing and Firm/process)
 - iii. Creating a virtual tour for the Riviera to help sell/promote the space
11. Future agenda items and next meeting date July 11, 2018
12. Adjourn

*This is a meeting of the Tourism Commission.
No official City Council action will be taken; however, a quorum of the Council may be present.*