

**TOURISM COMMISSION MINUTES
WEDNESDAY, JUNE 13, 2018 – 5:00PM
CONFERENCE ROOM 2A, CITY HALL**

Meeting call to order by Chairman Gelting at 5:00 pm

Roll Call: Chairman Gelting, Ald. Hedlund, Fritz, Carstensen, Lorenzi, and Straube
Also Present: Administrator Oborn, Attorney Draper, BID Representative Leech, and
VLG Representative Svitak

Comments from the public limited to 5 minutes, limited to items on this agenda

None

Approval of the Tourism Commission minutes from May 9, 2018

Carstensen moved to approve the May 9, 2018 Tourism minutes, second by Fritz. Motion carried 6-0.

*Motion by Carstensen to move item 10 a i. (Revisit Lodging by the Lake BID Proposal),
10 a. 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), and 10 b.
ii. (The Riviera Building), second to Gelting. Motion carried 6-0.*

Discussion/Action on Tourism Municipal Development including:

a. Cooperative Convention Center

i. Revisit Lodging by the Lake BID Proposal

Attorney Draper noted that there's an ordinance that states there's a conflict of interest in monetary grant funding given to members with voting rights on the commission that directly benefit hotels on the commission. Draper stated that Bridget brought the contract to him to review and he had noticed this during his review of the contract. Attorney Draper recommended canceling the previous vote regarding the Lodging by the Lake motion and suggested bringing it back to the Commission to include all hotels and be more specific regarding the management structure of whom the new hire would report to i.e. the BID, City Administrator/Commission. Gelting motioned to rescind the previous Lodging by the Lake vote already made, seconded by Hedlund. Motion carried 6-0.

Discussion/Action on Tourism Municipal Development including:

b. Riviera Building

ii. Renovation Update (Timing and Firm/process)

Attorney Draper stated he's reviewing the MSI contract and will have it to upcoming council meeting in the next week in a half. He stated some of the language is conflicting.

Presentation from Regi George and Rafael Santana from 'Nalytix regarding data analytics as an alternative to quantifying tourism commission efficacy. No action taken following presentation.

Carstensen motion to move up item 9a. Santa Cause, second by Gelting. Motion carried 6-0.

Discussion/Action on Tourism Promotion Grant Program and Requests:

a. Santa Cause

Presentation was given by Nancy Waspi and decision will be moved to next month's agenda.

Update from Tourism Entity (Visit Lake Geneva) on Promotional Activity, Calendar, and Hotel Performance

Monthly report was shared by Svitak. Their website is up, but they've come to a lull. There was a lot of confusion with Winterfest with the marketing of the weekends, and Svitak reported the Abominable Snow Race would not be coming back next year. Visitor Center walk-ins were up 36% (on avg. or a 100 people a day).

Update from the Lake Geneva Business Improvement District (BID) on Events and Activity

Bridget working with the Mayor in developing a Business Welcoming Packet to be completed and out by the end of the month. Leech mentioned that the BID is a member of Connect Communities and is open and available to all programs referenced in his handout.

Discussion/Action on Room Tax Dollars Collected, Financials, Budget, and Disbursements

Administrator Oborn shared his report.

Discussion/Action on Tourism Municipal Development including:

a. Cooperative Convention Center

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)

Recommended that Carstensen will revise the existing contract for an independent contractor to represent the City of Lake Geneva/Tourism Commission for hotels and space use for the Cooperative Convention Center, review with Dan Draper, and bring back to next month's meeting.

b. The Riviera Building

i. Internet Wi-Fi discussion / action

Quote of \$1,000 + \$500 to support IT for AT&T was considered too slow of a speed. Oborn will bring the Spectrum and Dish option cost to the next meeting. Isotope Networks - Satellite company in Lake Geneva (Chris Gelting will get information)

iii. Creating a virtual tour for the Riviera to help sell/promote the space

Carstensen motion to spend up to \$500 creating on a virtual tour of the Riviera to promote the space based on Charlie Lorenzi getting quotes, second by Gelting. Motion carried unanimously.

Future agenda items and next meeting date July 11, 2018

Santa Cause, Frog Hop, Riviera Internet agenda items continued to next month.

Adjourn

Ald. Hedlund motion to adjourn at 6:51 pm, second by Gelting. Motion carried 6-0.

07/14/2018 12:00pm

cc: Tourism Commissioners, Mayor, Administrator, Media