

**TOURISM COMMISSION MINUTES
WEDNESDAY, JUNE 14, 2017 – 5:00 PM
CONFERENCE ROOM 2A, CITY HALL**

Meeting called to order by Chairman Gelting at 5:00 p.m.

Roll Call. Present: Alderman Richard Hedlund, Chair and Citizen Chris Gelting, Business Rep. Charlie Lorenzi, BID Board Business/Hotel Rep. Andrew Fritz, and Vice Chair & Hotel Rep. Tammie Carstensen. Absent: Alderman Cindy Flower. Also Present: Mayor Alan Kupsik, City Administrator Blaine Oborn, and President & CEO of Visit Lake Geneva Stand-in Joe Tominaro.

Comments from the public limited to 5 minutes, limited to items on this agenda. None.

Discussion/Action/Recommendation on Room Tax Dollars the Tourism Commission will receive from the City. Administrator Oborn provided updated spreadsheet on Room Tax Dollars and noted the City Allocation to the Tourism Commission. City Council approved \$100,000 minimum for 2017 and receipt of additional funds above what the City can legally keep. No action taken.

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

Room Tax Dollars Collected. Oborn provided Room Tax Collection Analysis and provided information on Airbnb Update on agreement to pay Wisconsin State Sales Tax, but not Room Tax. Motion by Carstensen/Lorenzi to request the City negotiate collection of room tax agreement with Airbnb and be proactive in collecting other room tax revenue. Motion unanimously carried.

Financials. Budget provided.

Disbursements. Motion by Gelting/Lorenzi to approve disbursement to Chamber/Visit Lake Geneva for \$50,000 (February and May Payments) once funds received from City. Motion unanimously carried.

Discussion/Action on Selection of the Primary Tourism Entity for Tourism Promotion Services/Functions for 2018 and beyond. Considered top priority item and should have 2 to 5 year promotion services contract. Tominaro provided Visit Lake Geneva Promotional Flyer. There was discussion on occupancy rates and need for total occupancy in City. Carstensen to assist Oborn with developing RFP (Request for Proposals).

Discussion/Action on marketing projects including Promotional Grant Program for events that generate overnight stays. Considered second priority item and Gelting to assist Oborn with developing grant program. Tominaro offered Visit Lake Geneva's assistance in vetting grant requests.

Discussion/Action on Municipal Development including:

The Riviera Ballroom Renovation. Reviewed Draft Report on the Condition Assessment & Preliminary Design of Riviera Building Improvements. Comment by Lorenzi to spend \$30,000 for Wi-Fi to make venue meeting friendly.

Studying the possibility of a Convention Center. Continued

Discussion/Action on Code of Ethics. Continued.

Future agenda items and meeting date. Future items: Update from Visit Lake Geneva on calendar of events including BID events. Available sports events. Master programs. Next Meeting Date 2nd Wednesday is July 12th at 5:00 PM?

Adjourn. Motion by Fritz/Gelting to adjourn at 6:39 pm. Motion unanimously carried.

/s/ Blaine Oborn, City Administrator/Secretary

THESE MINUTES ARE NOT OFFICIAL UNTIL APPROVED BY THE TOURISM COMMISSION