

TOURISM COMMISSION MINUTES
WEDNESDAY, July 8, 2020 – 4:00 PM
COUNCIL CHAMBERS, CITY HALL

Meeting was called to order by Alderman Hedlund at 4:00 p.m.

Roll Call

Present: Alderman Hedlund, Alderman Fesenmaier, Brian Waspi, Dana Trilla, Zakia Pirzada, Linda Moritz.

Absent: None

Election of Tourism Commission Officers

Aldman Hedlund opened nominations.

Motion by Hedlund, second by Trilla, to nominate Brian Waspi for Chair. Unanimously carried.

Motion by Waspi, second by Fesenmaier, to nominate Dana Trilla for Vice Chair. Unanimously carried.

Motion by Waspi, second by Trilla, to nominate Ald. Fesenmaier as Secretary. Unanimously carried.

Comments from the Public limited to 5 minutes, limited to items on the agenda: None

Approval of Tourism Commission minutes from March 11, 2020

Ald. Hedlund moved to approve the March 11, 2020 minutes, second by Trilla. Unanimously carried.

Update from Tourism Entity – Visit Lake Geneva

Deanna Goodwin, Visit Lake Geneva Director, gave highlights from the July 8, 2020, report: Lake Geneva Restaurant Week (April 25-May 3) and Concerts in the Park (June 25-August 6) have been cancelled for 2020.

The Visitor Center on Wrigley Drive was closed March 18 through May 20 due to COVID but reopened on May 21. Current hours are Thursdays through Mondays 10 a.m. to 4 p.m.

Lake Geneva Visitors Guide locations have expanded including copies available to Riviera Beach.

Visit Lake Geneva partnered with BID and the City of Lake Geneva administration to launch a new media campaign called Lake Geneva Cares. The City paid for COVID awareness posters for downtown placement.

Alderman Hedlund asked that future reports be tweaked to include more specific variance data.

Update from Lake Geneva Business Improvement District (BID)

No report as no representative from BID in attendance.

Written financial update provided by City Comptroller

Commission reviewed financial data included in the packet. We have \$104,897.00 unencumbered to date. The Commission's funding from the City arrives in total in the 4th Quarter of each year.

Discussion/Action on Tourism Promotional Grant Program and Requests:

Geneva Lake Museum – A Legacy of Imagination

Elizabeth (Beth) Loomer requested an extension for their grant. The original opening of the exhibit was to coincide with Gary Con which was cancelled. The Museum now wants to reschedule with a Kickstarter media campaign launch in November 2020, a soft opening in February 2021, and an official opening in March. They will work with the local hotels to create packages for overnight stays and restaurant offerings.

Ald. Hedlund motion, second by Trilla, to extend the Geneva Lake Museum grant to December 31, 2021. Unanimously carried.

Lake Geneva Regional News - Bacon Fest

Rob Ireland via GoToMeeting explained that the event sponsored by the newspaper was re-scheduled from February 2020 to early May 2021 due to COVID. Motion by Trilla, second by Moritz, to extend the Lake Geneva Regional News grant to May 31, 2021. Unanimously carried.

Geneva Lake Arts Foundation – Art in the Park

David John Dietrich via GoToMeeting wanted to reaffirm the grant donation for the Art in the Park event on August 8 and 9, 2020. The event is still scheduled to proceed and with celebrate the Foundation's 40th year. The concern was about reimbursed if the event were to be cancelled. The Commission reinforced the grant money is for promotion of the event and receipts/spending should show proof that type of expenditure. No action needed.

Guidelines for future grant applications

Commissioners reviewed the two pages detailing Grant Presentation and Invoice Submission included in the packet. Motion by Ald. Hedlund, second by Trilla, to include the two packet pages supplements to the Grant Application. Unanimously carried.

Status of previously awarded tourism grants

Outstanding grants include the Event Trailer for the Lake Geneva Fire Department, BID Tourism Promotion for 2020, BID Oktoberfest for 2020, and Riviera Marketing through Stephanie Copsey and are still within the funds unencumbered amount for this year.

Geneva Lake Astrophysics and Steam (GLAS) – Geneva Lake Star Parties 2020

Adam McCulloch via GoToMeeting reviewed the packet pages for the event and presented the information for the revised Star Party 2020 schedule:

Perseids Meteor Shower on Wednesday, August 12, at White River County Park; rain date August 13

Fall Equinox Star Party on Friday, September 25, at Library Park.

Motion by Ald. Hedlund, second by Trilla, to approve the Star Party Grant pending the actual application submittal. Unanimously carried.

Discussion of Tourism Entity Agreement between Visit Lake Geneva and the City of Lake Geneva

Commission reviewed the current 3-year agreement effective January 1, 2018, to December 31, 2020. Motion by Ald. Hedlund, second by Ald. Fesenmaier, to direct staff to send RFPs for bid in time for September presentations (date TBD). Documents will be provided by City Comptroller detailing the actual Tourism Ordinance and a chart showing the funding changes per state statute. Unanimously carried.

Future meeting agenda items and next meeting date – tentative August 17 at 4:00 PM

Motion by Ald. Hedlund, second by Trilla, to adjourn at 5:35 p.m. Carried.

Respectfully submitted,
Alderman Fesenmaier, Secretary