

July 8th Business Improvement District Meeting

1. Call to order: 8am
 - a. Guests Present: Lisa Otto, Jen Lapowski, Deanna Goodwin, Mayor Klein, and Tammie Carstensen
2. Roll Call
 - a. Present: Kevin, Emily, Tessa, Jordan, Dimitri, and Sean
 - b. Excused: Roger
3. Comments from the public as allowed by Wis. Stats. §19.84(2), limited to items on this agenda except for public hearing items. Comments will be limited to 5 minutes
 - a. No public comments
4. Approval of minutes from the March 4, 2020 Regular Business Improvement District Meeting.
 - a. Kevin Fleming motions to approve
 - b. Emily Kornak seconds
 - c. Motion passes
5. Approval of Financials
 - a. Kevin Fleming motions to approve
 - b. Jordan Innis seconds
 - c. Motion passes
6. BID Board officer appointments – President, Vice President and Treasurer
 - a. Kevin Fleming nominates Tessa Springer for President, Sean Levitt seconds, motion passes
 - b. Dimitri nominates Kevin for Vice President, Kevin denies nomination
 - c. Tessa nominates Emily Kornak for Vice President, Kevin seconds, motion passes
 - d. Kevin nominates Sean Levitt for treasurer, Tessa seconds, motion passes
7. City News and Mayor's Update
 - a. The Mayor reinstated the shuttle service on 4th of July weekend. She used a trolley opposed to a school bus. The Mayor will be looking for sponsorships for the shuttle service. If you are interested please contact the mayor.
8. COVID-19 update
 - a. Kellie, the BID administrator had sent our several emails of grant opportunities for our businesses during the 4 months the BID was not allowed to have a meeting due to the city's emergency order.
 - b. There are currently "Lake Geneva Cares" posters available to businesses. These are sponsored by the BID, Visit Lake Geneva, and the City. Please get in contact with one of these entities if you would like more information.
9. Visit Lake Geneva Update
 - a. Deanna Goodwin, Director of Marketing, Communications, and Development was present and delivered a report.
 - b. Visit Lake Geneva is currently switching gears. They are focusing on what members need, creating resources, options to get business while the shut down was happening. The organization was and is still constantly updating who is closed, who is open, who's available for carry out, curbside, etc.
 - c. Visit's are asking a lot of questions on safety and protocols.
 - d. In the beginning we were getting a lot of negative press on too many people in town, this has been calming down from a press level.

- e. Visit Lake Geneva is able to focus on earned media/free press to switch from negative to positive.
 - f. During shut down there were several zoom calls hosted to help out membership.
 - g. Both Restaurant Week and Concerts in the park have been cancelled. The Christmas Parade and Winterfest are still on as of now. Save the dates are planned to be put out by August.
10. BID Events update & downtown occupancy update – Kristina Tarantino
- a. Maxwell Street Days is still on. Some merchants are not comfortable setting things up outside, but options will be discussed.
 - b. Oktoberfest Discussion. We may see something at a smaller scale. No decisions have been made. Sean Levitt asks if we can table the discussion until August's meeting, the board agrees.
 - c. Occupancy Update: Fancy Fair Mall has no vacancies, Topsy Turvey has opened with limited hours, the CBD Store has opened.
11. Downtown decoration planning – Kellie Carper
- a. Hanging baskets have been hung. Several small planters were removed.
 - b. We are currently looking at options for Fall and Winter décor/floral
12. Discussion on obtaining 501c3 status – requirements, paperwork, progress Status on 501c3. “
- a. We would still like to move forward with becoming a 501c3. This will allow us to pull more permits without needing to choose a non profit to partner with.
12. Other business
- a. Seth Elder now in charge of the Parking Department. If anyone would like to get in touch with parking please let us know, and we can invite him to a meeting.
13. Motion to go into Closed Session pursuant to Wis. Stat. 19.85(1)(c) considering employment, promotion, compensation or performance evaluation data of any public employee over which the governmental body has jurisdiction or exercises responsibility.
15. Reconvene open session
- Tessa motions, Jordan seconds
16. Next meeting date: Wednesday, August 5, 2020
17. Adjourn
- Kevin motions to adjourn, Jordan seconds, motion carries. Meeting adjourns at 9:55am