

# LAKE GENEVA BUSINESS IMPROVEMENT DISTRICT BOARD MEETING MINUTES

**Monday, July 10, 2017 – 8:00 a.m.**

**Baker House**

**327 Wrigley Drive, Lake Geneva, WI 53147**

**Call to Order.** Mike Kocourek called the meeting to order at 8:07 a.m.

**Roll Call.** Present: Mike Kocourek, Kevin Fleming, Roger Wolff, Andrew Fritz, Sean Payne, Tessa August

Absent: Steve Monticello

Also Present in the Audience: Nan Elder, Alderman Halverson, City Administrator Blaine Oborn

**Approval of Minutes.** Fleming motions to approve. Payne seconds. No discussion. Carries unanimously.

**Financials.** No official audit from Peg Pollitt. Receivables on the statement are from prior years. About \$7,000 is still due to us. Wolff requests a 10-line item summary of expenses we are anticipating and cash we have available. Bridget Leech will put this together for August meeting. Wolff motions to approve. Fritz seconds. Carries Unanimously.

**City News.** Banner fees are being looked at. The latest to come out of council was a recommendation for \$20 to put up and take down plus \$1 per day. This is against the recommendation from City Administrator Oborn. Oborn's recommendation is to give first priority to the BID, second to Visit Lake Geneva and then charge for other organizations.

Wolff requests City Administrator Oborn to come up with a proposal that includes the BID managing the poles for X number of years at X amount of money.

Sidewalk enforcement is moving forward. The ordinance currently says that all items on sidewalk need to be brought in overnight and that is currently not being done. BID board thinks this is not practical.

Oborn will bring this up at public works.

Tourism Commission update. Visit Lake Geneva was awarded the 2017 contract for Lake Geneva's Tourism Entity. An RFP is being done for 2018 and on. A grant program is currently being developed. Further down the agenda list is a possible convention center study. Also possibly looking to give some money to the Riviera.

**Visit Lake Geneva News.** Interviews for Darien's replacement are scheduled for the end of the month.

Report that team building/ground bonding is a hot trend in trying to bring corporate groups to the area.

Discussion on the shore path app. Visit Lake Geneva would like to put together a campaign to market the shore path, while being sensitive about homeowners along the path and their concerns.

Visit Lake Geneva member meeting this week. A woman from the Walworth County Jobs Center will speak about a program to help hospitality businesses hire.

Executive Director Leech and Nan Elder spent time together to talk about how we can cross market without stepping on each other's toes.

## **Director's Update**

- a. **Paint-In surveys and wrap up.** Comments on a positive event and discussion on how to expand

the event for future years.

- b. Lake Geneva Marathon** Discussion on bringing this event back or not. Leech will bring race director proposals to the next meeting. It was suggested that we charge a licensing fee instead of having the BID directly involved in the planning. The event must start and finish in downtown Lake Geneva.
- c. BID Research** Discussion of research being done to determine the cost of doing business in Lake Geneva. Leech to share a past study, done by Leede in 2012 (provided by Wolff), and a quote for a new study, from DRG, with the board.
- d. Office Space** BID Board and Leech determined that an office space is not necessary at this point.
- e. BIDCC** According to City Administrator Oborn, the city has already approved a credit card for the BID. Fritz motions to authorize a credit card to be used with a limit of \$1,000. Payne requests that it be \$2,000. Fleming comments that the card be used for items/vendors that we do not have an account with. Fritz approves additional verbiage from Fleming. Fritz's motion. Payne seconds. Carries unanimously.
- f. Auxiliary Memberships.** Discussion of businesses that would be interested in this and if any existing business might be upset by this. Leech to bring details on what an auxiliary membership would include to the next meeting.
- g. Street Banner Request.** Discussion on banners being used at all times instead of sitting empty. Previously discussed in "City News" agenda item.
- h. Event Sponsorships.** Discussion on ability to solicit sponsorships outside of the BID. The board agrees that we should open sponsorships to the BID first and then to the city of Lake Geneva and beyond if necessary.
- i. Pedestrian Study Overview.** Leech will give everyone on the board access to the dashboard and will bring a one page summary of the report to each meeting moving forward.

**City Council/BID Liaison.** Fleming suggests a BID liaison so we have a voice at council meetings. Fleming recommends John Halverson. We can put this in our BID plan for 2018. This position is appointed by the mayor. Halverson thinks this should not be a voting member.

Fleming makes a motion that the BID have a liaison to City Council and we ask that it be John Halverson in a non-voting capacity. Payne seconds the motion. No discussion. Carries unanimously.

**Vacant Board Position Update: Filled.** Tessa August approved at June 12<sup>th</sup> City Council meeting to complete the remainder of Tammie Carsetensen's term, which expires January 1, 2018. BID Board welcomed Tessa.

**Other Business.** Kocourek mentions that there is a proposal at the state level to do away with personal property tax. Bordering states do not have this. It was asked that the board write a letter to Tyler August and tell him that we support him.

If we are doing that, Fleming requests that we should jump on the dark store theory as well. The cities loss of revenue for dark stores is substantial.

Discussion about writing a letter stating that we will support one issue if they will support the other.

Kocourek has discussed this with Tyler August and notes the difficulty of attracting any large chain restaurants due to liquor license constraints. T. August cannot overcome the power of the lobby for the tavern league.

The decision is to write a letter to State Representative August and State Senator Nass bringing up the BIDs opinion of personal property tax, dark store theory and the expansion of liquor licenses in the city.

**Next Meeting Date:** August 7, 2017

**Adjourn.** Motion to adjourn by Kevin Fleming. Tessa August seconds.