



# TOURISM COMMISSION

## WEDNESDAY, JULY 11, 2018 – 5:00PM

### CONFERENCE ROOM 2A, CITY HALL

#### AGENDA

1. Meeting call to order by Chairman Gelting
2. Roll Call
3. Comments from the public limited to 5 minutes, limited to items on this agenda
4. Approval of the Tourism Commission minutes from June 13, 2018
5. Update from Tourism Entity (Visit Lake Geneva) on Promotional Activity, Calendar, and Hotel Performance
6. Update from the Lake Geneva Business Improvement District (BID) on Events and Activity
7. Discussion/Action on Room Tax Dollars Collected, Financials, Budget, and Disbursements
8. Discussion/Action on Tourism Promotion Grant Program and Requests:
  - a. Santa Cause
  - b. Spark Fitness, dba Frogs Hops Sports
  - c. Winterfest Banners
9. Discussion/Action on participating in Roger Brooks Community Assessment with an amount TBD (25% of the expense – approx. \$6,250 each from the LGDC, VISIT, BID, and Tourism Commission)
10. Discussion/Action on Tourism Municipal Development including:
  - a. Cooperative Convention Center
    - i. Proposal for Special Events Coordinator
    - ii. Citywide Conference with Cooperative Relationships proposed with the City Riviera, Hotels in City, Library, Horticulture Hall, Geneva Lake Museum, Geneva Theater, YMCA, and etc. partners
  - b. The Riviera Building
    - i. Internet Wi-Fi
    - ii. Renovation Update (Timing and Firm/process)
11. Future agenda items and next meeting date July 11, 2018
12. Adjourn

*This is a meeting of the Tourism Commission.  
No official City Council action will be taken; however, a quorum of the Council may be present.*