

# **TOURISM COMMISSION MINUTES**

## **WEDNESDAY, JULY 11, 2018 – 5:00PM**

### **CONFERENCE ROOM 2A, CITY HALL**

Meeting call to order by Chairman Gelting 5:04 pm

**Roll Call:** Chairman Gelting, Hedlund, Carstensen, Fritz Absent: Lorenzi, Straube  
Administrator Oborn, BID Director Leech, VLG Director Svitak, Deputy Clerk Elder

**Comments from the public limited to 5 minutes, limited to items on this agenda**

Director, Leech – Frog Leap presenters are going to be late and she also needs to leave early.

**Approval of the Tourism Commission minutes from June 13, 2018**

Hedlund motion to approve, second by Carstensen. Motion carried 4-0.

**Update from Tourism Entity (Visit Lake Geneva) on Promotional Activity, Calendar, and Hotel Performance**

Svitak presented the monthly and year over year status update. VLG will be taking the initiative to go to more trade shows. Motionloft shows the best day of the month on foot traffic. September 6 will be the Tourism Summit.

**Update from the Lake Geneva Business Improvement District (BID) on Events and Activity**  
Sharing year over year data, Movies on the Beach tonight, and next event is Maxwell Street Days.

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

Year to Date \$182K vs. \$164K for May up 6%. Hotels are saying June doesn't look good. Leech to work with Oborn and Draper on Ice Castle contract. Oborn informed the commission that he's resigned from his position.

**Discussion/Action on Tourism Promotion Grant Program and Requests:**

Santa Cause – Motion by Gelting to move to next month's meeting and obtain more information on expenses, second by Hedlund. Motion carried 4-0.

Winterfest Banners – Motion by Gelting to grant \$462 to fund 2019 Winterfest banners for VLG, second by Hedlund. Motion carried 4-0.

Motion by Gelting to move the Spark Fitness, dba Frogs Hops Sports item (they're running late), second by Hedlund. Motion carried 4-0.

**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)**

Director Leech spoke on behalf of the Mayor regarding Roger Brook's 20 ingredients of an outstanding downtown presentation. First step is marketing assessment, then Roger books a hotel experience to include review of amenities, city signage, good place to work, live, and visit. Mayor committed going door to door asking all downtown businesses to participate.

Motion by Gelting to contribute up to the \$6,250 for Roger Brooks Community Assessment, second by Fritz. Motion carried 4-0.

## **Discussion/Action on Tourism Municipal Development including:**

### **Cooperative Convention Center**

Proposal for Special Events Coordinator

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

Funding amount is \$32,000 with \$5,000 for marketing

Motion by Hedlund to authorize 1099 for contract position for \$32,000 Event Coordinator plus \$5,000 used for Marketing annually for the next three years reporting to the Tourism Commission, second by Gelting. Motion carried 4-0.

### **The Riviera Building**

#### **Internet Wi-Fi Installation**

Motion by Gelting to select proposed option 2 not to exceed \$1,000 plus 12 month installments for a total of \$4,500., second by Hedlund. Motion carried 4-0. This item will need to go to Piers, Harbors, & Lakefront.

#### **Renovation Update (Timing and Firm/process)**

Council approved the agreement contingent with some negotiations. Fairly close to closing the agreement. Will begin feasibility study with various community members as first step.

**8b. Frog Hops Sports** – Rey Letada and Steve Handwerker, Race Directors for proposed Artic Race 2018 & ½ Women’s Marathon 2019 suggested the use of volunteers and incentivize them for their help i.e. searching schools, churches, local clubs, hospital, health clubs, YMCA, swim clubs.

Motion by Carstensen, second by Fritz \$2,100 for each of the two events for the December 8-9, 2018 Arctic Frog Extreme Marathon, and May 11-12, 2018 ½ Women’s Marathon in downtown Lake Geneva for a 30/70 split/match. Motion carried 4-0.

### **Future agenda items and next meeting date August 08, 2018**

New Officers for the Tourism Commission. Chairman Gelting will be moving and is stepping down.

Motion to adjourn Gelting, second by Hedlund at 7:20 pm. Motion carried 4-0.