



**TOURISM COMMISSION**  
**WEDNESDAY, JULY 12, 2017 – 5:00 PM**  
**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 May 17, 2017 and June 14, 2017
5. Update from Tourism Entity such as:
  - a) Promotional Activity
  - b) Visit Lake Geneva on Calendar of Events including BID events
  - c) Hotel Performance
6. Discussion/Action on Room Tax Dollars Collected, Financials, and Disbursements
7. Discussion/Action Primary Tourism Entity for Tourism Promotion Services/Functions for 2018 and beyond including corresponding Requests for Proposals
8. Discussion/Action on Marketing Projects including:
  - a. Promotional Grant Program for events that generate overnight stays
  - b. Sporting Events
  - c. Master Programs
9. Discussion/Action on Municipal Development including:
  - a. The Riviera Ballroom Renovation
  - b. Studying the Possibility of a Cooperative Convention Center and Expansion
10. Discussion/Action on Code of Ethics
11. Future agenda items and meeting date
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.*