

**TOURISM COMMISSION MINUTES
WEDNESDAY, JULY 12, 2017 – 5:00 PM
CONFERENCE ROOM 2A, CITY HALL**

Meeting called to order by Chairman Gelting at 5:00 p.m.

Roll Call. Present: Alderman Richard Hedlund, Alderman Cindy Flower, Chair and Citizen Chris Gelting, Business Rep. Charlie Lorenzi, BID Board Business/Hotel Rep. Andrew Fritz, and Vice Chair & Hotel Rep. Tammie Carstensen. Also Present: City Administrator Blaine Oborn, and President & CEO of Visit Lake Geneva Stand-in Nancy Elder.

Comments from the public limited to 5 minutes, limited to items on this agenda. None.

Approval of the Tourism Commission minutes from May 17, 2017 and June 14, 2017. Motion by Carstensen/Gelting to approve minutes from May 17, 2017 and June 14, 2017 with change to May 17, 2017 adding to Secretary item at end “vote.”

Update from Tourism Entity such as: Promotional Activity, Visit Lake Geneva on Calendar of Events including BID events, and Hotel Performance. A report and overview of activity was provided by Elder. The consensus was to focus on increasing City room stays.

Discussion/Action on Room Tax Dollars Collected, Financials, and Disbursements. Motion by Carstensen/Hedlund to approve disbursement to Chamber/Visit Lake Geneva for \$25,000 for August 2017 payment. Motion unanimously carried.

Discussion/Action Primary Tourism Entity for Tourism Promotion Services/Functions for 2018 and beyond including corresponding Requests for Proposals. Motion by Lorenzi/Fritz to approve the Request for Professional Services – RFP for Tourism Entity for the City of Lake Geneva as presented. Motion unanimously carried.

Discussion/Action on marketing projects including Promotional Grant Program for events that generate overnight stays. The Commission by consensus recommended changes to the presented 2017 City of Lake Geneva Tourism Commission Grant Project. Item continued.

Discussion/Action on marketing projects including Sporting Events and Masters Programs. No action taken.

Discussion/Action on Municipal Development including:

The Riviera Ballroom Renovation. Discussed marketing efforts, the vacancy in June, and rates.

Studying the Possibility of a Cooperative Convention Center and Expansion. Consensus was that should focus more on sales initiatives and Lodging by the Lake.

Discussion/Action on Code of Ethics. The City’s Ethical Code was presented.

Future agenda items and meeting date. Future items: BID Report, STR reporting, Room Tax Occupancy Reporting, and Room Tax Rate. Next meeting August 9, 2017 at 5:00 PM.

Adjourn. Motion by Carstensen/Flower to adjourn at 7:22 pm. Motion unanimously carried.

/s/ Blaine Oborn, City Administrator/Secretary

THESE MINUTES ARE NOT OFFICIAL UNTIL APPROVED BY THE TOURISM COMMISSION
July 12, 2017 Tourism Commission Minutes