



**LAKE GENEVA BUSINESS IMPROVEMENT DISTRICT
BOARD MEETING**

**Wednesday, August 5th, 2020 – 8:00 a.m.
Harbor Shores, Lighthouse Room
300 Wrigley Drive, Lake Geneva, WI 53147**

- 1. Call to Order**
- 2. Roll Call**
 - a. Present: Emily Kornak, Kevin Fleming, Dimitri Anagnos Tessa Springer, Roger Wolff, and Sean Levitt. Unexcused: Jordan Innis**
 - b. Guests: Deanna, Charlene, Roger, Jen, Lisa, Cheri, and CBD Guy, Beef Jerky Guym,**
- 3. Comments from the public as allowed by Wis. Stats. §19.84(2), limited to items on this agenda except for public hearing items. Comments will be limited to 5 minutes.**
 - a. Roger Wolff from Jayne: Maxwell Street Days Concerns. Worried about walking traffic. It gets very dangerous.**
 - i. Would like someone from the police department downtown looking at what's going on, possibly directing traffic.**
 - ii. Alleyway next to Tres Bill and Sterling Silver Shop all year long is a mess. Tres Bell had to clean up garbage. Can we ask Champs to clean that up weekly, it is mostly bottles and cans. Pedestrians are walking through there all the time, and it's just dirty/messy. Mention this to the city.**
 - iii. Roger is very disheartened that Tammie was removed from the Tourism Commission. Works so hard for the city, never thinks of herself, insanely disappointed that she was taken off.**
 - b. Saverio from the Beef Jerky Store. Banner Poles**
 - i. Another marketing tactic. Foot traffic is down about 20%.**
 - ii. Can we have some sort of schedule where retail businesses can be able to use the poles when they're not being used.**
 - iii. He thinks this would be a great help for marketing tactics.**
- 4. Approval of minutes from the July 8th, 2020, Regular Business Improvement District meeting**
 - a. Kevin moves, Emily seconds**
- 5. Approval of Financials**
 - a. Roger thinks we were almost out of money at the beginning of the year.**
 - i. We get the tax bid assessment in installments when taxes are being paid**
 - 1. Do we have plan of how we're going to spend the money**
 - 2. Dimitri: would if we used some of that money for snow removal, clean up the alleys.**
 - 3. Emily motions, Roger seconds, motion passes**
- 6. City News and Mayor Klein Update**



- a. Will talk to the police department about Maxwell Street Days.
 - b. Seems as though traffic has been much slower this past week, there are two new businesses coming.
 - c. Police and fire will be held on Monday's or Tuesdays in the council chamber
 - d. Cheri:thought summer started with a bang, now that they put out the "Chicago don't come here" it has slowed down. Doesn't feel like she sees a lot of locals. Feels though more and more people are wearing masks.
7. Visit Lake Geneva Update
- a. Deanna; very busy managing the pandemic. Partnership meetings on hold, multi chamber events on hold, still planning on hosting parade and winterfest.
 - b. Gave full report of media updates, marketing metrics, visitor center activity, hotel activity, and various monthly highlights.
 - c. Visitor's Center Open Thursday-Monday 8-4
 - i. Added outdoor pick up spots for the guides. Added masks, hand sanitizer, etc.
8. Discussion/Action on Banner Poles
- a. Springer shares her opinion that she thinks businesses should be able to use the banner poles. There needs to be a calendar, and an application process.
 - b. Kevin discusses on who can do what, who owns them, who is in control, etc.
 - c. Levitt asks if we can decide where the poles go, and is there a cost?
 - i. We could create a map for it to make sense.
 - ii. There would be a cost.
 - d. Roger Wolff
 - i. Thinks no one notices when the banner poles are empty
 - ii. Doesn't think private businesses should be able advertise on the poles. He thinks this is the wrong precedent, he thinks it's unfair because some businesses won't be able to afford it.
 - e. Cheri Straube
 - i. Agrees she wouldn't like to see private businesses.
 - ii. Would rather see charity's able to use it
 - f. Charlene
 - i. Doesn't think the 2009 banner is embarrassing at all.
 - g. Dimitri
 - i. Awareness on what the actual program is, rule is, etc.
 - ii. Marketing is very important.
 - iii. Lets make a list of events.
 - iv. Do we get VISIT involved on what they need for banners.
 - h. Jim Strauss
 - i. Entertain the idea that the board shouldn't get to use it.



- ii. **Thinks we have a system that works well.**

9. Interim Director/Private Contractor Position

- a. **Springer suggests we hire a part time executive assistant to get us through the year.**
- b. **Roger suggests we need to hire an executive director**
- c. **Kevin agrees we need someone to start right away.**
- d. **Dimitri and Roger thinks we should combine with Visit Lake Geneva**
- e. **Roger wants to explore the idea of a partnership**
- f. **Cheri doesn't think it should go the partnership route, we need the right person.**
- g. **Levitt thinks we need someone in house, is that person out there? We need someone to support Tessa as the President**
- h. **Roger wolff moves that we will hire a full time exec director for 2021**
 - i. **Levitt seconds**
 - ii. **All approve**
- i. **Springer moves that we will hire a part time admin to get us through 2020 to do office work and social media.**
 - i. **Emily seconds**
 - ii. **All approve**

10. Maxwell Street Days

- a. **Kevin Fleming doesn't want a bunch of people outside his store without masks huddled around his stuff. Some stores are going to do that. Thinks it will be just like any other Maxwell street days**
- b. **Roger Wolff will have a lot of stuff inside and outside. Will be having signs up saying "Please wear masks while shopping".**
- c. **Flemings has had a mask requirement**
- d. **Roger Wolff thinks that we should not have it in our advertisement on what to do with the masks.**
- e. **Send something out, mention the state mandate, wear a mask, and social distance.**
- f. **Tessa will send out something to businesses**

11. Oktoberfest Discussion

- a. **Springer doesn't think we can pull off Oktoberfest this year. Every other event has been cancelled. How do we safely do this?**
- b. **Fleming agrees, and thinks maybe we do a smaller something else. We'll be back in 2021. Some sort of festival.**
- c. **Roger Wolff agrees we do not.**
- d. **Cheri Straube feels we should.**
- e. **Springer motions**
 - i. **Emily Seconds**
 - ii. **All agree**

12. Christmas Lights/Décor

- a. **Kevin Fleming and Sean Levitt will go over what our budget is for that.**

13. Other Business



- a. **Jim Strauss: put out 14,500 papers since January 1st. We've had over 4 million readers on social media. You need to be on it EVERY DAY, change something EVERY DAY. Really stresses on how important social media. We have to plan for the virus to get better, not worse. How are we going to move forward and get better. Being primarily online. If you let us, we will help you. Shore Report will help the BID with social media if we'd like the help. You need a general officer, you can't partner with Visit. We will help for free.**

14. Set Next Meeting Date: September 2nd, 2020

15. Adjourn

- a. **Kevin motions to adjourn**
- b. **Emily seconds**