

LAKE GENEVA BUSINESS IMPROVEMENT DISTRICT BOARD MEETING MINUTES

Monday, August 6, 2018 – 8:00 a.m.

Baker House

327 Wrigley Drive, Lake Geneva, WI 53147

Call to Order August calls the meeting to order at 8:05am

Roll Call – Present: Tessa August, Kevin Fleming, Roger Wolff, Sean Payne, Bridget Leech

Absent: Steve Monticello and Andrew Fritz.

Also present: Mayor Hartz, John Halverson, Bruce Bennett, Ted Horne, Regi George, Neil Waswo, Ed Svitak, Tammie Carstensen, Beverly Leonard, Chief Michael Rasmussen

Approval of minutes from the July 9, 2018, Regular Business Improvement District meeting. August motions to approve. Fleming seconds the motion. Motion carries 4 to 0.

Financials August motions and Fleming seconds. Carries 4 to 0.

City News and Mayor Hartz Update. Mayor Hartz provides an update.

The BID is scheduled to present our budget and operating plan to the City on September 27th.

Halverson mentions the search for a new City Manager. Today is Blaine Oborn's last day. The personnel committee has recommended a search firm. Council will hear that on August 13th. The search firm will look for a permanent and interim City Manager.

Wolff asks Mayor Hartz about considering a parking garage again. Wolff would like to see the BID help pay for the garage and therefore think about expanding the BID boundaries and tax base to do this. Wolff asked if the City would consider partnering on this. Mayor Hartz is open to ideas and noted that we need to look at why the idea failed five years ago so that wouldn't happen again. Mayor Hartz will bring the parking garage discussion to Committee of the Whole.

Visit Lake Geneva News Svitak provides an update and a handout with information about marketing, KPIs, the BID pedestrian report and STR reports.

Svitak notes the upcoming partner meeting, business after hours and tourism summit. The branding study VISIT Lake Geneva has been working on will be presented at the tourism summit, taking place at Hawks View on 9/6. The VISIT Lake Geneva Annual Dinner is on 9/26.

Svitak is working with companies that research Air BnB's to see what the impact is on our region.

Discussion/Action on Board vacancy. Item continued to September.

Discussion/Action on Pilot White Light Program. Roger Wolff is working on this. Right now, he is waiting on a quote from two electricians to narrow down the cost. Item continued to September.

Discussion/Action on additional garbage can to be placed in front of Frank's and moving bench in front of Thumbs Up Wolff motions to have Bridget buy a new garbage can for the corner of Geneva and Broad. August seconds the motion. Motion carries 4 to 0.

Discussion/Action on BID paying for additional downtown snow removal – presentation by Beverly Leonard Beverly Leonard presents the option of hiring one contracting service to coordinate with the City on snow removal. Beverly is willing to pay more taxes to have one contracting service and she has been calling other businesses asking to join forces with her. Beverly presented quotes from J&J and B&J Landscaping.

Wolff asks Mayor Hartz if we have to have put some sort of public notice in the paper and get at least three bids? The Mayor will follow up with Leech on this.

Payne notes that this will take a lot of support from the businesses when this is presented to the City. We need to be very vocal in reminding people that the BID is paying for this extra service,

August makes a motion to get more refined snow removal quotes and move forward with this project. Wolff seconds. Motion carries 4 to 0.

‘Nalytix Presentation Regi George briefly presents his app, ‘Nalytix, to the BID Board. Mr. George is asking if the BID would like to be part of the flagship community program. Being part of this program would mean that we partner with ‘Nalytix while they are learning and testing the app. In exchange, the rate ‘Nalytix takes would be less than other communities that join.

Wolff motions to have the BID be a flagship community. August seconds the motion. Motion carries 4 to 0.

Discussion takes place. Bruce Bennett (Cornerstone Shop) sounds like the program has potential and he feels that the philosophy is right. We need to provide top notch service and he is interested in learning more about the app.

Some merchants may not like the idea of giving deals and bargains. The app allows businesses to turn it on or off when they would like.

Mayor Hartz departs at 9:13am

Questions/Comments on Director’s Report Leech notes that the Roger Brooks assessment has been approved by all four organizations and we are moving forward with planning.

Other Business Wolff brings up Bucky on Parade – a project that Madison is doing that might be great to bring to Lake Geneva. This would be similar to the painted horse event done a few years ago. Leech will add this to the BID 2019 operating plan.

Set Next Meeting Date: Monday, September 10, 2018 (September 3rd is Labor Day) Confirmed. Next BID Board meeting will be Monday, September 10th, 8am at the Baker House.

Motion to go into Closed Session pursuant to Wis. Stat. 19.85(1)(c) considering employment, promotion, compensation or performance evaluation date of any public employee over which the governmental body has jurisdiction or exercises responsibility for Bridget Leech review. Payne motions to go into closed session. Fleming seconds the motion. Motion carries 4 to 0. Closed session includes August, Payne, Fleming and Wolff.

Motion to return to open session pursuant to Wisconsin Statutes 19.85 (2) and take action on any items discussed in closed session Motion by August, second by Fleming. Carries 4 to 0. Payne discusses Leech review and discussion of implementing a bonus plan and longevity incentives. Beginning in January 2019, a \$10,000 raise will take effect.

Motion to return to open session and take action on any items discussed in closed session (agenda item duplicated by error)

Adjourn August motions to adjourn, Fleming second the motions. Meeting adjourned at 9:39am. Motion carries 4 to 0