



Lake Geneva Business Improvement District Board Meeting Minutes – August 8, 2016

In Attendance:

Board Members: Tammie Carstensen, Steve Monticello, Mike Kocourek, Sean Payne, Kevin Fleming, Roger Wolff
Guests: Erin Thornburgh, Blaine Oborn, Chief Rasmussen

Absent: Andrew Fritz

Baker House

8:07am

- Minutes
 - Motion to approve June Minutes by Tammie Carstensen – Second by Kevin Fleming – Motion passed
- Financials – There are still a few tax payment delinquencies (no payments have come in)
 - A commercial unit in the Towers Building is now being used residentially and seeking reimbursement
 - Unit still zoned commercial and shown as such on the assessor tax bill (needs to work with city)
 - Motion to approve financials by Tammie Carstensen - Second by Roger Wolff – Motion passed
- City News
 - Parking lot (Lake Shore Dr) progressing – looking at configuration/sidewalk potential (Spring completion)
 - Main Street Project should be done any day now – electrical is down
 - Premier Resort Tax – Looking for support from other municipalities (Delavan, Fontana, Williams Bay, etc) to help gain legislative support (to avoid binding referendum)
 - Some council members would like to look at other sources – maximize parking revenue by charging more for prime parking spaces
 - Beach is up 40% in revenue
 - Riviera/other usage
 - Police – down on part time staff (law enforcement down nationwide)
 - BID supportive of police
 - Peg will complete her duties at the end of the year (some flexibility to stay on part time)
 - 6 in-house application to fill her position
 - City restrictions in regards of downtown sidewalks (chairs, items for sale, signage etc)
 - Restaurants have strict ordinance but not yet worked on store fronts
 - Right-of-way permits are needed – in need of code enforcement

- Chamber update
 - Membership/Partnership Tiers
 - Motion for BID to take on Tier 5 Partnership by Roger Wolff – Discussion on benefits – Second by Steve Monticello – Motion passed (Mike Kocourek opposed)

- [Back to City News]
 - Conference Center Potential
 - The Geneva Lakes YMCA is considering moving their location
 - The City of Lake Geneva considering purchase/trade the property & creating conference center
 - Make Lodging by the Lake more competitive with other resorts and help fill off-season
 - Parking Committee – shuttle presentation (has approached city)

- [Back to Chamber update]
 - Marketing/Advertsiing
 - Looking to find best suburbs to advertise to
 - BID = 30-mile radius for day-trippers

- Maxwell Street Days
 - Flyers, Check with LGRN, Northwest/Daily Herald (August 25th), Press Release

- Taste of Lake Geneva
 - Fit as many vendors as possible
 - Facebook Posts for those confirmed as vendors

- Marathon
 - On hold until 2018
 - Type up a letter to see what local service organization would like to host/manage the marathon

- Tammie Carstensen would like to see Auxiliary Membership and Strategic Planning for the November meeting (invite alderman in the future)

- Sean Payne would like to have “Dog Friendly” stickers for downtown businesses

- Next meeting – September 12th (will be general meeting as Taste of Lake Geneva is that weekend)
 - Oktoberfest and Budget to be on the agenda

- Motion to adjourn by Kevin Fleming – Second by Sean Payne – Motion passed (9:46am)