



TOURISM COMMISSION

WEDNESDAY, AUGUST 8, 2018 – 5:00PM

CONFERENCE ROOM 2A, CITY HALL

AGENDA

Committee Members: Vice Chairperson, Tammie Carstensen, Alderpersons: Rich Hedlund, Shari Straube, Charlie Lorenzi, Andrew Fritz

Also Present: Deputy Clerk, Elder, Bridget Leech, BID, Ed Svitak, VLG

1. Meeting call to order by Vice-Chairperson Carstensen
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 July 11, 2018
5. Election of Officers
 - a. Chairperson
 - b. Vice Chairperson
 - c. Secretary
6. Update from Tourism Entity (Visit Lake Geneva) on Promotional Activity, Calendar, and Hotel Performance
7. Update from the Lake Geneva Business Improvement District (BID) on Events and Activity
8. Discussion/Action on Room Tax Dollars Collected, Financials, Budget, and Disbursements
9. Discussion/Action on Tourism Promotion Grant Program and Requests:
 - a. Grant Modifications for 2019
 - b. Santa Cause
 - c. Queen Bee
10. Discussion/Action on Tourism Municipal Development including:
 - a. Cooperative Convention Center
 - i. Special Events Coordinator Update
 - ii. Citywide Conference with Cooperative Relationships proposed with the City Riviera, Hotels in City, Library, Horticulture Hall, Geneva Lake Museum, Geneva Theater, YMCA, and etc. partners

- b. The Riviera Building
 - i. Renovation Update (Timing and Firm/process)

- 11. Discussion/Action on 2019 Tourism Commission Budget
- 12. Future agenda items and next meeting date September 12, 2018
- 13. 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.*

8/6/2018 5:00 pm

cc: Tourism Commissioners, Mayor, Administrator, Media