



TOURISM COMMISSION
WEDNESDAY, AUGUST 9, 2017 – 5:00 PM
CONFERENCE ROOM 2A, CITY HALL

AGENDA

1. Meeting call to order by Chairman Gelting
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 12, 2017
5. Update from Tourism Entity (Visit Lake Geneva) on Promotional Activity, Calendar, and Hotel Performance
6. Update from the Lake Geneva Business Improvement District (BID) on Events and Activity
7. Discussion/Action on Room Tax Dollars Collected, Financials, and Disbursements
8. Discussion/Action Primary Tourism Entity for Tourism Promotion Services/Functions for 2018 and beyond including corresponding Requests for Proposals
9. Discussion/Action on Marketing Projects including Promotional Grant Program for events that generate overnight stays
10. Discussion/Action on Municipal Development including:
 - a. The Riviera Building Promotion and Renovation
 - b. Studying the Possibility of a Cooperative Convention Center and Expansion
11. Discussion/Action on Hotel Rooms Rented Reporting including use of the STR and Room Tax Reporting
12. Discussion/Action/Recommendation on City of Lake Geneva Room Tax Rate
13. Future agenda items and meeting date
14. 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.