

LAKE GENEVA BUSINESS IMPROVEMENT DISTRICT BOARD MEETING

Monday, July 9, 2018 – 8:00 a.m.

Baker House

327 Wrigley Drive, Lake Geneva, WI 53147

Call to Order. Payne calls meeting to order at 8:05

Roll Call. Sean Payne, Kevin Fleming, Roger Wolff, Steve Monticello, Andrew Fritz, Tessa August
Also Present: Ed Svitak, John Halverson, Mayor Hartz

Approval of minutes from the June 4, 2018, Regular Business Improvement District meeting.
Fleming motions to approve. Fritz seconds. Motion carries 6 to 0.

Financials. Monticello motions to approve. August seconds. Motion carries 6 to 0.

City News. Blain Oborn is absent. Mayor Hartz will provide an update during the below agenda item.

Visit Lake Geneva News. Svitak provides a mid-year update. Traffic is up, except for social media traffic. Discussion

Discussion/Action on VISIT Lake Geneva Membership Renewal. Leech provides a recommendation that we continue the membership. August motions for Leech to renew our partnership with VISIT Lake Geneva. Fritz seconds. Motion carries 6 to 0.

Discussion/Action on Mike Kocourek replacement (Board vacancy). Payne will send Kocourek's official resignation to Leech and Mayor Hartz. BID board is currently exploring options to recommend to the Mayor for replacements. Item continued until next meeting.

Follow Up with Mayor Hartz – Roger Brooks discussion

Mayor Hartz provides an update. The City is looking at current sidewalk and signage rules to see if there is room for improvement. They are also reviewing the permitting process and exploring a possible three-year permit for re-occurring events. The stop sign at Broad and Geneva will become permanent as the City's comprehensive plan calls for us to be pedestrian friendly and this is a step in that direction.

a. Discussion/Action on moving benches

Mayor Hartz is recommending that we move the benches, within the BID, up against the building. He would like input and agreement from the BID. Wolff motions to move benches up against store fronts to face out. Fleming seconds the motion. Motion carries 6 to 0. Mayor Hartz agrees that this is a project the City would have to do.

b. Discussion/Action on Roger Brooks Assessment of Lake Geneva

Mayor Hartz recaps of Burlington event. He is asking four organizations to provide \$6,250 toward bringing Roger Brooks to Lake Geneva for an assessment of our City. The four groups are the BID, VISIT Lake Geneva, LGEDC and the Tourism Commission. Wolff motions that the BID pays \$6,250 to help bring Roger Brooks to Lake Geneva. Fritz seconds the motion. Motion carries 6 to 0.

Discussion/Action on Pilot White Light Program Wolff is interested in lighting the exterior perimeter of each building on the 700 block of North Main from dusk to dawn. Previous opposition was regarding who will pay for power. Wolff reached out to gather quotes for people to install these lights. He requested that each building is metered separately so everyone would pay. Fritz reports that all of Baker House is approximately \$20/month. This item will be continued until we have costs for the project. It was noted that this item would have to go through downtown design review as well.

Discussion/Action on Red Umbrella Program Monticello was interested in having a discussion about extending the red umbrellas, currently on Broad St., through the rest of downtown. He notes that it is now a moot discussion since we are moving benches. Broad street is sunny from 2pm or so, on.

Mayor Hartz suggests that the idea doesn't go away, but perhaps we continue the discussion after the Roger Brooks assessment

Discussion/Action on attending IAPD/IPRA Conference Payne brought the discussion to the board of having Leech attend the Illinois Association of Park Districts conference, in conjunction with the Walworth County CVB. This conference is tailored toward many of the type of groups that are coming into town (bus groups). August adds that Harbor Shores is having a booth and she would be happy to have BID brochures at her booth. Leech does not need to attend the conference.

Questions/Comments on Director's Report Leech provides update. No questions.

Other Business Monticello would like to re-visit the banner pole program. Leech will follow up with Tom Earle on this.

Set Next Meeting Date: Monday, August 6, 2018 Confirmed. Next BID board meeting will be Monday, August 6, 2018 at the Baker House.

Adjourn. Motion to adjourn by Fleming. Second by August. Meeting adjourned at 9:40am