



## **LAKE GENEVA BUSINESS IMPROVEMENT DISTRICT BOARD MEETING**

**Wednesday, September 2nd, 2020 – 8:00 a.m.**

**Harbor Shores, Lighthouse Room**

**300 Wrigley Drive, Lake Geneva, WI 53147**

### **MEETING MINUTES**

Vice President Kornak called the meeting to order at 8:02 am.

Present: Fleming, Kornak, Condos, Anagnos Absent: Wolff

**Comments from the public as allowed by Wis. Stats. §19.84(2)**, limited to items on this agenda except for public hearing items. Comments will be limited to 5 minutes.

- Geneva Street Inn owners Ted and Terri B. requested reinstatement of Oktoberfest with safety precautions (no beer tent)
- Studio Winery owner Doug Jackson spoke to request reinstatement of Oktoberfest downtown
- Melissa Reuss of Geneva Gifts spoke in favor of Oktoberfest
- Roger Wolf also spoke in favor of Oktoberfest but ensuring it was as safe as possible – make it different this year for safety – it is a major draw for families
- Sarah McConnell of Gallery 223 (Geneva Lake Art Foundation) spoke in favor of Oktoberfest with safety precautions
- Topsy Turvy brewery owner TR Remke spoke in favor of Oktoberfest and road closures as needed to control flow of people

Board members Condos and Anagnos agreed there is a way to make Oktoberfest happen with precautions in place, and deferred to item 13 on the agenda.

Condos/Fleming motion to approve the minutes from the August 5<sup>th</sup>, 2020 regular Business Improvement District meeting passed unanimously.

Fleming/Condos motion to table approval of financial report until next meeting passed unanimously.

Anagnos/Kornak motion to appoint Condos BID president passed unanimously.

Mayor Klein stated that she was glad to hear Oktoberfest would proceed and is seeking new BID board members to replace vacant seats (current and forthcoming). Suggested looking at various “Septemberfest” ideas in IL as examples for Oktoberfest and contacting the German American Society in Milwaukee. There is a new business opening in the Riviera called “Going Bananas”.

Deanna Goodwin from Visit Lake Geneva updated the BID on VLG activities and metrics. There will be a major fall promotion of fall colors and retail opportunities for visitors. Impact award nominations are now open. VLG will help promote Oktoberfest and is working on the 2021 Visitor Guide with a 2 page downtown LG feature.

BID president Condos will meet with the City Comptroller and City Administrator about the current and 2021 BID budget. The board will meet to determine the 2021 budget at 8:00 am on Tuesday, September 8 at Harbor



Shores. An agenda will be posted.

Condos and Anagnos stated that they felt downtown banner poles should be reserved for City events and nonprofits only. Fleming noted that we have a tourism grant of \$8500 that should be used soon for new banners (a general Streets of Lake Geneva set, and possibly additional or replacement Oktoberfest banners). Anagnos noted that there should be an annual calendar for the banners.

Staffing / social media update: Kornak stated that the BID should review finances with the City of LG to determine when to hire a BID director. Condos/Anagnos commented that this could be reviewed at the budget meeting as well.

Downtown activities: Fleming said that for the holidays, there would be lights on the big trees, garlands and lights on poles, no Santa visit this year. There was interest from attending businesses on window display (contest) again and the mayor noted that “instagrammable” features are always popular and a draw during holidays and other events.

Other business: the board formed an Oktoberfest committee for organizing a modified version of the festival. Condos noted that he would like as much input from members going forward as possible and would like to share as much information with members as well for informed decision-making.

Next regular board meeting will be October 7, 2020.

Fleming/Anagnos motion to adjourn at 9:23 am passed unanimously.