



TOURISM COMMISSION
WEDNESDAY, SEPTEMBER 11, 2019 – 4:00PM
ROOM 2A, CITY HALL

AGENDA

Committee Members: Chairperson, Tammie Carstensen, Vice Chair, Brian Waspi, John Trione, and Dana Trilla Alderpersons: Rich Hedlund, Shari Straube

1. Meeting call to order
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 August 14, 2019
5. Update from Stephanie Copsey (Independent Contractor for Tourism Commission) Meet at the Lake Promotional Activity
6. Update from Tourism Entity (Visit Lake Geneva) on Promotional Activity, Calendar, and Hotel Performance
7. Update from Lake Geneva Business Improvement District (BID) on Events and Activity
8. Written financial update provided by Comptroller regarding Room Tax Dollars Collected, Financials, current Budget & Disbursements
9. Discussion/Action regarding Riviera plans & funding
10. Discussion/Action on Tourism Promotion Grant Program and Requests:
 - BID Funding Request
11. Motion to go into Closed Session pursuant to Wis. Stat. 19.85(1)(c) considering employment, promotion, compensation or performance evaluation data of any public employee over which the governmental body has jurisdiction or exercises responsibility regarding employee contracts and pay for the Tourism Commission Events Coordinator position
12. Motion to return to open session pursuant to Wisconsin Statutes 19.85 (2) and take action on any items discussed in closed session
13. Agenda items and next meeting date October 9, 2019 at 4:00 pm
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.*

TOURISM COMMISSION MINUTES

WEDNESDAY, AUGUST 14, 2019 – 4:00PM

ROOM 2A, CITY HALL

Committee Members: Chairperson, Tammie Carstensen, Vice Chair, Brian Waspi, John Trione, and Dana Trilla Alderpersons: Rich Hedlund, Shari Straube
Also present: City Administrator, Nord, Asst. City Clerk, Elder

Meeting called to order 4:00 pm

Roll Call: Carstenson, Trilla, Ald. Hedlund, Ald. Straube

Absent: Waspi & Trione

Comments from the public limited to 5 minutes, limited to items on this agenda

None

Approval of the Tourism Commission minutes from July 10, 2019

Ald. Hedlund motion to approved the July 10, 2019 minutes, second by Trilla. Motion carried 4-0.

Update from Tourism Entity (Visit Lake Geneva) on Promotional Activity, Calendar, and Hotel Performance

Deanna Goodwin from VLG shared the upcoming events, media, marketing activity update to include social media & email data.

Update from Lake Geneva Business Improvement District (BID) on Events and Activity

Bridget Leech was in attendance and stated that she will be back from her maternity leave in September and Maxwell Street Days start next week.

Update from Stephanie Copsey (Independent Contractor for Tourism Commission) Meet at the Lake Promotional Activity

Carstensen doesn't want the link to Airbnb in the Meet at the Lake catalog. Stephanie Copsey will have a copy of the catalog at next month's meeting, and she has the option to participate in the Gage Bridal Show in September for \$175 registration fee.

Ald. Hedlund motion to approve the \$175 for Stephanie to attend the Gage Bridal Show, second by Straube. Motion carried 4-0. Stephanie has a new phone 262.344.8246 (email to group and put on the website).

Written financial update provided by Comptroller regarding Room Tax Dollars Collected, Financials, current Budget & Disbursements

\$235K in funding dollars is left over at the end of 2019 and this amount is what's being projected by the Comptroller. Waspi is going to meet with Karen again to go further into the financials.

Discussion/Action regarding Riviera plans & funding

Ald. Hedlund motion to table the Riviera plans & funding to next month, second by Straube. Motion carried 4-0.

Discussion/Action on Tourism Promotion Grant Program and Requests:

- **Business Improvement District, Ice Castle Grant**

Ald. Hedlund motion to approve the grant of \$50,000 per year for three years, second by Trilla. Motion carried 4-0.

TOURISM COMMISSION MINUTES
WEDNESDAY, AUGUST 14, 2019 – 4:00PM
ROOM 2A, CITY HALL

Agenda items and next meeting date September 11, 2019 at 4:00 pm
Riviera funding

Motion to go into Closed Session pursuant to Wis. Stat. 19.85(1)(c) considering employment, promotion, compensation or performance evaluation data of any public employee over which the governmental body has jurisdiction or exercises responsibility regarding employee contracts and pay for the Tourism Commission Events Coordinator position

Ald. Hedlund motion go into closed session and include staff present, second by Trilla. Motion carried 4-0. The Tourism Commission convened into closed session at 4:40 pm.

Motion to return to open session pursuant to Wisconsin Statutes 19.85 (2) and take action on any items discussed in closed session

Motion by Ald. Hedlund to return to open session, second by Trilla. Motion carried 4-0. The commission convened into open session at 4:45 pm.

Roll Call: Carstenson, Trilla, Ald. Hedlund, Ald. Straube

Ald. Hedlund motion to direct staff to continue negotiation with Events Coordinator, second by Trilla. Motion carried 4-0.

Ald. Hedlund motion to adjourn, second by Trilla. Motion carried 4-0. The commission adjourned at 4:50 pm.

**City of Lake Geneva
Room Tax Collected**

9/6/2019

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2019	26,128	37,224	43,433	26,220	53,174	85,808	146,418						418,405
2018	23,434	32,031	43,138	29,084	54,673	91,833	129,480	110,071	74,349	55,748	28,602	29,228	701,671
2018 YTD	23,434	55,465	98,603	127,687	182,360	274,193	403,673	513,743	588,093	643,840	672,443	701,671	
2018 Est.	21,015	26,411	29,728	30,739	47,318	75,461	124,096	107,061	73,053	53,365	27,893	24,393	640,534
2017	21,065	27,000	32,970	34,202	49,245	84,253	124,773	103,812	79,790	54,288	28,636	27,787	667,820
2017 YTD	21,065	48,065	81,035	115,237	164,481	248,734	373,507	477,320	557,109	611,397	640,033	667,820	667,820
L3Y YTD	21,015	47,427	77,155	107,894	155,212	230,673	354,768	461,830	534,883	588,248	616,141	640,534	640,534
L3Y Mo%	3.3%	4.1%	4.6%	4.8%	7.4%	11.8%	19.4%	16.7%	11.4%	8.3%	4.4%	3.8%	100.0%
L3Y Avg	21,015	26,411	29,728	30,739	47,318	75,461	124,096	107,061	73,053	53,365	27,893	24,393	640,534
2019	26,128	37,224	43,433	26,220	53,174	85,808	146,418						418,405
2018	23,434	32,031	43,138	29,084	54,673	91,833	129,480	110,071	74,349	55,748	28,602	29,228	701,671
2017	21,065	27,000	32,970	34,202	49,245	84,253	124,773	103,812	79,790	54,288	28,636	27,787	667,820
2016	22,154	30,878	30,889	31,900	41,916	76,676	133,399	106,420	74,302	55,670	29,251	24,157	657,612
2015	19,827	21,356	25,325	26,116	50,794	65,452	114,115	110,952	65,067	50,138	25,793	21,234	596,169
2014	18,288	20,758	26,842	22,052	44,654	55,839	98,956	99,268	49,203	42,920	23,340	20,702	522,821
2013	14,884	22,201	23,631	23,526	31,712	64,312	98,939	81,623	39,078	29,403	22,361	19,010	470,680
2012	15,543	21,262	25,514	24,982	36,785	63,981	84,148	86,727	67,154	26,368	20,027	20,004	492,495
2011	10,911	16,880	20,658	21,046	47,775	49,218	87,385	69,827	44,867	28,595	14,539	25,821	437,521
L9Y Avg	19,137	25,510	30,267	26,570	45,636	70,819	113,068	96,087	61,726	42,891	24,069	23,493	579,273
L9Y YTD	19,137	44,647	74,914	101,483	147,120	217,939	331,007	427,094	488,821	531,712	555,780	579,273	579,273
L9Y Mo %	3.3%	4.4%	5.2%	4.6%	7.9%	12.2%	19.5%	16.6%	10.7%	7.4%	4.2%	4.1%	100.0%

CITY OF LAKE GENEVA
BALANCE SHEET
AUGUST 31, 2019

FUND 47 - TOURISM

ASSETS

47-00-00-11111 FUND CASH

168,580.94

TOTAL ASSETS

168,580.94

LIABILITIES AND EQUITY

FUND EQUITY

47-00-00-34800 UNRESERVED FUND BALANCE

211,030.28

REVENUES OVER EXPENDITURES - YTD

(42,449.34)

TOTAL FUND EQUITY

168,580.94

TOTAL LIABILITIES & EQUITY

168,580.94

Account Number	Account Title	2019-19 Period Actual	2019-19 Current year Actual	Current year Budget	Variance Current year	% of Budget
TOURISM						
TOURISM						
47-00-00-41210	ROOM TAX	50,000.00	50,000.00	270,278.00	220,278.00	18.50
47-00-00-48110	INTEREST INCOME	2,918.03	2,918.03	.00	2,918.03-	.00
Total TOURISM:		52,918.03	52,918.03	270,278.00	217,359.97	19.58
47-00-00-57100	HOTEL/MOTEL ASSN-CHAM OF COM	50,000.00	50,000.00	154,443.00	104,443.00	32.37
47-00-00-57210	EVENTS COORDINATOR	21,328.00	21,328.00	32,000.00	10,672.00	66.65
47-00-00-57212	EVENTS COORDINATOR-RIVIERA	9,976.00	9,976.00	.00	9,976.00-	.00
47-70-00-57150	PROMOTIONAL GRANT	3,350.00	3,350.00	83,835.00	80,485.00	4.00
47-70-00-57155	TOURISM MUNICIPAL DEVELOPMENT	10,713.37	10,713.37	.00	10,713.37-	.00
47-70-00-59400	TRANSFER TO CAPITAL PROJECTS	.00	.00	.00	.00	.00
TOURISM Expenditure Total:		95,367.37	95,367.37	270,278.00	174,910.63	35.28
Net Total TOURISM:		42,449.34-	42,449.34-	.00	42,449.34	.00
Net Grand Totals:		42,449.34-	42,449.34-	.00	42,449.34	.00

Date	Journal	Reference Number	Payee or Description	Account Number	Debit Amount	Credit Amount	Balance
FUND CASH			07/31/2019 (07/19) Balance	47-00-00-11111			178,241.92
08/31/2019	CA-CD	5	CDA Fund Allocation - Created: 08/02/19 1:18 P			5,332.00-	
08/31/2019	CA-CD	17	CDA Fund Allocation - Created: 08/09/19 2:35 P			4,074.88-	
08/31/2019	CA-CD	30	CDA Fund Allocation - Created: 08/23/19 3:28 P			254.10-	
08/31/2019 (08/19) Period Totals and Balance					.00 *	9,660.98- *	168,580.94
UNRESERVED FUND BALANCE			07/31/2019 (07/19) Balance	47-00-00-34800			211,030.28-
08/31/2019 (08/19) Period Totals and Balance					.00 *	.00 *	211,030.28-
ROOM TAX			07/31/2019 (07/19) Balance	47-00-00-41210			50,000.00-
08/31/2019 (08/19) Period Totals and Balance					.00 *	.00 *	50,000.00-
YTD Encumbrance	.00	YTD Actual	-50,000.00 Total	-50,000.00	YTD Budget	-270,278.00 Unearned	220,278.00
INTEREST INCOME			07/31/2019 (07/19) Balance	47-00-00-48110			2,918.03-
08/31/2019 (08/19) Period Totals and Balance					.00 *	.00 *	2,918.03-
YTD Encumbrance	.00	YTD Actual	-2,918.03 Total	-2,918.03	YTD Budget	.00 Unearned	(2,918.03)
HOTEL/MOTEL ASSN-CHAM OF COMM			07/31/2019 (07/19) Balance	47-00-00-57100			50,000.00
08/31/2019 (08/19) Period Totals and Balance					.00 *	.00 *	50,000.00
YTD Encumbrance	.00	YTD Actual	50,000.00 Total	50,000.00	YTD Budget	154,443.00 Unexpended	104,443.00
EVENTS COORDINATOR			07/31/2019 (07/19) Balance	47-00-00-57210			18,662.00
08/01/2019	AP	39	STEPHANIE LYNN LAKE GENEVA LLC		2,666.00		
			**Desc: SPECIAL EVENTS COORDINATOR-AUG 2019				
08/31/2019 (08/19) Period Totals and Balance					2,666.00 *	.00 *	21,328.00
YTD Encumbrance	.00	YTD Actual	21,328.00 Total	21,328.00	YTD Budget	32,000.00 Unexpended	10,672.00
EVENTS COORDINATOR-RIVIERA			07/31/2019 (07/19) Balance	47-00-00-57212			7,310.00
08/01/2019	AP	38	STEPHANIE LYNN LAKE GENEVA LLC		2,666.00		
			**Desc: EVENTS COORDINATOR-RIVIERA-AUG 2019				
08/31/2019 (08/19) Period Totals and Balance					2,666.00 *	.00 *	9,976.00
YTD Encumbrance	.00	YTD Actual	9,976.00 Total	9,976.00	YTD Budget	.00 Unexpended	(9,976.00)
PROMOTIONAL GRANT			07/31/2019 (07/19) Balance	47-70-00-57150			4,449.46
08/08/2019	AP	506	TIME WARNER CABLE		79.10		
			**Desc: RIV WIRELESS-AUG				
08/27/2019	JE	21	RECLASS TIME WARNER CABLE			553.56-	
08/27/2019	JE	21	RECLASS NEAL ASPINALL-LOGO COSTS			625.00-	
08/31/2019 (08/19) Period Totals and Balance					79.10 *	1,178.56- *	3,350.00
YTD Encumbrance	.00	YTD Actual	3,350.00 Total	3,350.00	YTD Budget	83,835.00 Unexpended	80,485.00
TOURISM MUNICIPAL DEVELOPMENT			07/31/2019 (07/19) Balance	47-70-00-57155			9,359.81
08/20/2019	AP	581	LAKE GENEVA CRUISE LINE		175.00		
			**Desc: LG BRIDAL SHOWCASE REGISTRATION				

Date	Journal	Reference Number	Payee or Description	Account Number	Debit Amount	Credit Amount	Balance			
08/27/2019	JE	21	RECLASS TIME WARNER CABLE		553.56					
08/27/2019	JE	21	RECLASS NEAL ASPINALL-LOGO COSTS		625.00					
08/31/2019 (08/19) Period Totals and Balance					1,353.56 *	.00 *	10,713.37			
YTD Encumbrance		.00	YTD Actual	10,713.37	Total	10,713.37	YTD Budget	.00	Unexpended	(10,713.37)
Number of Transactions: 11					Number of Accounts: 9			Debit	Credit	Proof
Total TOURISM:					6,764.66	10,839.54-	4,074.88-			
Number of Transactions: 11					Number of Accounts: 9			Debit	Credit	Proof
Grand Totals:					6,764.66	10,839.54-	4,074.88-			

Report Criteria:

- Actual Amounts
- Only Accounts With Balances
- Summarize Payroll Detail
- Print Period Totals
- Print Grand Totals
- Include Only Description Comments
- Page and Total by FUND
- All Segments Tested for Total Breaks
- [Report].Account Number = "47000011111"-47700057155"

Month	Organization		
2018			
January	None	\$	-
February	None	\$	-
March	Riviera for the Midwest CVB Conf.	\$	450.00
	WCCVB	\$	600.00
April	Ice Castles	\$	25,000.00
	Lodging By The Lake	\$	38,000.00 <i>1st of three year commitment</i>
	Horticulture Hall	\$	1,000.00
	Lake Geneva Attractions	\$	3,900.00
	Love Lake Geneva Campaign	\$	2,949.00
May	Geneva Theater	\$	1,000.00
June	None	\$	-
July	Winter Fest Banners	\$	462.00
	Arctic Frog Marathon	\$	2,100.00
	1/2 Womens' Marathon	\$	2,100.00
August	No Meeting	\$	-
September	Queen Bee (no group identified)	\$	550.00
October	Santa Clause (no group identified)	\$	3,000.00
November	None	\$	-
December	None	\$	-
Total for 2018		\$	81,111.00

2019			
January	Avian Committee	\$	1,500.00
February	No Meeting	\$	-
March	Streets of Lake Geneva	\$	350.00
	Lake Geneva Attractions	\$	4,000.00
	Sons of American Legion	\$	- <i>\$3,425.00 Grant returned (fireworks)</i>
	Guided Shore Path Tour	\$	3,000.00
April	GLAS (Star Parties)	\$	- <i>\$3,848.00 Replaced with new amount in May, 2019</i>
	Lodging By The Lake	\$	38,000.00 <i>2nd year of three year commitment</i>
May	GLAS (Star Parties)	\$	4,386.00 <i>*Revised number from April 2019 meeting</i>

	Copsey / Riviera marketing contract	\$	15,308.00	<i>*Contract expires in October, 2019</i>
June	None	\$	-	
July	Kruzin Tuks	\$	-	<i>\$5,000 awarded, but stalled at FLR committee</i>
	Bridal Fair (January, 2020)	\$	10,000.00	
August	None	-		
	Total for 2019 (to date)	\$	76,544.00	

Recipients are to submit receipts 45 days after event date



BID Funding Request

The Lake Geneva Business Improvement District seeks funding in the amount of \$38,385 for ongoing marketing efforts.

The Lake Geneva BID currently operates on a budget of \$199,000, which funds the below items (as a very broad overview).

- One new downtown camera each year for three years
- Sidewalk planters
- Hanging floral baskets
- All downtown holiday décor
- Ice Rink
- Executive Director Salary
- Downtown floral maintenance employee salary
- Seven events annually

When we need to cut a budget item, the first thing to go is marketing dollars. When we, as a downtown, are trying to compete with outlying resorts, having a \$0 marketing budget greatly impacts our efforts to get people to stay downtown. With an increased effort of focused downtown marketing, we would be able to draw more attention to our downtown events, hotels, restaurants and activities – therefore encouraging more visitors and more overnight stays.

Below is an outline of how the additional marketing dollars could be spent:

Posters and Rack Cards	\$3,500
Advertisements	\$10,000
Street Banners	\$4,885
Electronic Sign	\$20,000
Total Request	\$38,385

Posters and Rack Cards

We currently do not spend budget dollars on printing posters and/or rack cards for BID-hosted events because we simply do not have enough money. Below are existing events and those planned for 2020 that I'd like to print posters and rack cards for.

1. Oktoberfest
2. Cocoa Crawl
3. Santa Visits
4. Santa and the Reindeer
5. Wine Walk (x2)

6. Maxwell Street Days
7. Moonlight Movies on the Beach

Advertisements

Having a budget for advertisements would allow us to pull print ads in the newspaper and various magazines/other publications to bring people from outside of Lake Geneva into town for events and hotel stays. Additionally, we would be able to buy some air time on radio stations to expand our reach to other markets.

Street Banners

The goal of the downtown banners is to promote upcoming events and provide a welcoming atmosphere for people downtown. These poles should never be empty. To ensure this, we would need to print many more banners to fill these poles year round. Below are additionally banners I would like to have printed:

1. Shop Local/Small Business Saturday
2. Happy Holidays
3. Spring
4. Summer/Memorial Day/4th of July
5. Fall
6. General Shop Downtown

The cost estimate is based on a quote from Yunker Industries, who has previously printed our banners. (11) Street Banners @ \$74.03 Each = \$814.33

Electronic Sign

This would be a sign, advertising all upcoming events. My recommendation would be that it be placed in Flat Iron Park, near the Visitors Center. This will be highly visible and help people know what is happening in town in the future, especially when the Visitors Center is closed.

Based on the cost of the sign in front of the library, I've budgeted less this sign will not need a custom brick base and top design. I've reached out to Bauer Sign Company for a more precise number and will bring that to the meeting on Wednesday.