



**Lake Geneva Business Improvement District
Board Meeting Minutes September 12, 2016**

In Attendance:

Board Members: Tammie Carstensen, Steve Monticello, Mike Kocourek, Sean Payne, Kevin Fleming

Guests: Erin Thornburgh, Blaine Oborn, Chief Rasmussen, Tom Earle, Bob Kordus

Absent: Andrew Fritz, Roger Wolff

Baker House

8:09am

- Motion by Kevin Fleming to approve minutes from August 2016 Board Meeting – Second by Sean Payne – Motion Passed
- Financials
 - Treasure hit bill still outstanding
 - Website bill and Taste of Lake Geneva invoices still coming in
 - Still taxes (\$7000) to be collected
 - Mike Kocourek prepared a “budget” sheet for board members
 - Motion by Kevin Fleming to approve financials – Second by Steve Monticello – Motion Passed
 - (cost of locates will be added to the permits in the future)
- City News
 - Audit: City was made aware to not pay by Mike Kocourek; however, Peg asked Kevin Fleming instead and paid
 - Report on streets from Tom Earle of the Lake Geneva Street Department
 - Fat Tire Tour – send photos to Blaine and Chief Rasmussen (not sure of permit)
 - Need specifics on permits for LGRN and Flea Market to bring in outside vendors
 - Department heads will discuss and move forward
 - Hilmore changed ownership/Trevor Hotel Property for sale
 - National Smart City Conference (Bob Kordus will be attending) would like BID funding
 - Motion by Tammie Carstensen to give up to \$100 – second by Kevin Fleming – Motion Passed
 - Premier Resort Tax – Bob Kordus states they are drafting for an April referendum for all municipalities
 - Letter received by city clerks from the governor – pushing for alternatives as well – maybe toll roads
- Visit Lake Geneva
 - Our partnership was discussed at the VLG board - Kevin, Tammie, and Erin will be meeting with Joe (VLG)
 - The BID is not treated fairly – Kevin Fleming would like to see a letter written
 - The BID needs to hire someone to handle all of our advertising – because VLG is not enough
 - Perhaps Oakfire can do it - pay \$500-\$1000/month
 - Bob Kordus states there is a “line being drawn in the sand by Darien”
 - Annual Dinner – Kevin Fleming and Tammie Carstensen will not be attending – Mike Kocourek, Sean Payne, and Steve Monticello will attend – Erin to purchase a table of 8
 - A Letter to VLG from Mike Kocourek (BID) to be written:

- disappointed we are being treated unequal – we sponsor their events and pay dues represent approximately 70 members and would like to receive equal representation for our members do not feel we are getting equal rep as others ... for ex taste of Lake Geneva posted sept 5th and no more ... we would like to have tier 5 membership – but been push back and our money being refused and we have to fight for the right to be a member – both organizations are wasting time could be better spent
- BID Budget
 - Due September 27th with presentation October 6th at 5:30pm
 - Christmas décor?? not doing again – stores complained and cost a lot
 - Future meeting for all businesses???
 - how to spend the marketing money
 - Sidewalk cleaning – Erin been doing but shouldn't be – would like the city to do it
 - Bob Kordus will talk to Tom & Dan from city to discuss
 - Bob Kordus would have to bring in a seasonal person – no benefits and no overtime
 - The person taking over for Bergie at the Riviera could do it – but council could give direction – Bob wants to get seasonal person – Mike Kocourek will throw \$1000 or more at someone – have \$3000 to spend (Kevin suggests paying Erin for what she's done – silence) Motion by Mike Kocourek to give the city of Lake Geneva \$2000 to get it done. we've told Erin to go find an assistant – up to Erin to find someone herself. We are doing no justice to our downtown businesses. Erin needs to concentrate on the things we need to get done and she needs to hire other people. Erin is a “consulting firm” and she should approve her own assistant. Advertising/marketing should be hired out by someone.
- Marketing Plan –
 - Motion by Tammie Carstensen to purchase a full page ad and hire a creative company - Second by Mike Kocourek – Motion passed
 - Hire Reach Creative – what can they do/provide and what is the cost
 - Second by Tammie (in reference to the \$2000 to give to the city of Lake Geneva for sidewalk cleaning) – Kevin Fleming discusses having Erin do it in subsequent years – Mike Kocourek states that is not part of the motion – more silence – Motion Passed.
 - Motion by Kevin Fleming to approve budget of \$199,000 ... budget for marketing reallocate, add “Roger Brooks money” and “marathon money” – Second by Sean Payne – Tammie Carstensen would like to see the audit added to the budget – Mike Kocourek says to make marketing \$37000, but motion is to approve budget of \$199,000 – Motion Passed (4-0)
 - Erin to provide the city with the budget, operating plan, and map (told to adjust the map – then not to adjust the map)
 - Tom Earle – asked about sidewalk cleaning, but has issues because does not want to clean every sidewalk in the city. (people have already complained the city is doing things for downtown that are not being done elsewhere) city has Kevin Williams (beach house and utility) but that could be a good alternative ... \$10-12/hour (167 hours) Blaine and Tom will work it out (Tammie Carstensen states “we're golden .. everyone is happy”)
- Next meeting: October 10th
- Email all events to City Clerk calendar – for next 3 years
- Dan Winkler last day next week – Tom Earle stepping in until figured out
- Nei Turner/At the Lake – doing q&a in each issue
- No quorum to adjourn (10:42am)