



TOURISM COMMISSION

WEDNESDAY, SEPTEMBER 13, 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 August 9, 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 Pedestrian Study, Events and Activity
7. Discussion/Action on Room Tax Dollars Collected, Financials, and Disbursements
8. Discussion/Action on Marketing Projects including Tourism Promotion Grant Program for events that generate overnight stays
9. Discussion/Action on Municipal Development including:
 - a. The Riviera Building Promotion and Renovation
 - b. Cooperative Convention Center (Lodging by the Lake)
10. Discussion/Action on Hotel Rooms Rented Reporting including use of the STR and Room Tax Reporting
11. Discussion/Action on 2018 Tourism Commission Budget Presentation of Proposals by Tourism Entities for Tourism Promotion Services/Functions
12. Future agenda items and meeting date
13. Presentation of Proposals by Tourism Entities for Tourism Promotion Services/Functions
 - a. VISIT Lake Geneva
 - b. Walworth County Visitors Bureau
14. Motion to go in to Closed Session pursuant to Wis. Stat. 19.85(1)(e) for purposes of conducting other specified public business, whenever competitive bargaining reasons require a closed session for the Tourism Entities Proposals
15. Motion to return to open session pursuant to Wisconsin Statutes 19.85 (2) and take action on any items discussed in closed session
16. 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.