

**TOURISM COMMISSION MINUTES
WEDNESDAY, SEPTEMBER 13, 2017 – 5:00 PM
CONFERENCE ROOM 2A, CITY HALL**

Meeting call to order by Chairman Gelting

Roll Call: Present: Alderman Richard Hedlund, Alderman Cindy Flower, Chair and Citizen Chris Gelting, Business Rep. Charlie Lorenzi, Vice Chair & Hotel Rep. Tammie Carstensen. Absent: BID Board Business/Hotel Rep. Andrew Fritz. Also Present: City Administrator Blaine Oborn, President & CEO of Visit Lake Geneva Ed Svitak, Mayor Al Kupsik, and BID Executive Director Bridget Leech.

Comments from the public limited to 5 minutes, limited to items on this agenda None

Approval of the Tourism Commission minutes from August 9, 2017

Motion Carstensen/Lorenzi to approve and motion carries unanimously.

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

Svitak gave an update report on area hotel occupancy.

Update from the Lake Geneva Business Improvement District (BID) on Pedestrian Study, Events and Activity

Leech gave report on BID and pedestrian study.

Discussion/Action on Room Tax Dollars Collected, Financials, and Disbursements

Gelting/Carstensen motioned to approve the 2018 Budget as present and motion carries unanimously.

Discussion/Action on Marketing Projects including Tourism Promotion Grant Program for events that generate overnight stays

Request to create a flyer with applications due October 1, 2017.

Discussion/Action on Municipal Development including:

The Riviera Building Promotion and Renovation. Lorenzi noted that cancel wedding at the Riviera will determinably affects hotel occupancy. Commissioners to encourage the Piers, Harbor, and Lakefront Committee to schedule 2019 wedding and do the renovation in phases.

Cooperative Convention Center (Lodging by the Lake). Leech working on groups trying to coordinate conventions and lodging.

Discussion/Action on Hotel Rooms Rented Reporting including use of the STR and Room Tax Reporting

The consensus was for City Hotel occupancy rates, to use both the STR and City Room Tax Occupancy reporting. The Administrator was asked to get a City Attorney opinion on if the City on the Room Tax collection form could require or optional ask lodgings to report occupancy rates. Joe Tominaro from Visit Lake Geneva mentioned the possibility that STR may offer free subscriptions.

Discussion/Action on 2018 Tourism Commission Budget Presentation of Proposals by Tourism Entities for Tourism Promotion Services/Functions

No Action

Future agenda items and meeting date

Future items: Attorney opinion of Room occupancy reporting and update on Piers, Harbor, and Lakefront action on the Riviera. Next meeting October 11th at 5:00 PM

Presentation of Proposals by Tourism Entities for Tourism Promotion Services/Functions

VISIT Lake Geneva. VLG requesting the same funding as currently provided. Visitors Center encourages business development. DMO for 412 members with 80% of revenue coming from Room Tax with overall \$1 million budget. 2,300 hotel rooms and 70% of partners in Lake Geneva. #6 Tourism County in the state of WI. Asking for a 3 year commitment.

Walworth County Visitors Bureau. Walworth County VB has two full-time and 3 part-time staff and uses Nie Turner and also oversees Delevan Tourism Industry, and Dine Around the Lake with a focus on winter activities. Recognizes VLG with partnership for group travel since 2009. WCVB has 300+ members and a DMO. Commission could fund only promotion of coach travel.

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

Motion by Gelting/Carstensen with unanimous roll call vote to go into close session and include the City Administrator and Mayor.

Motion to return to open session pursuant to Wisconsin Statutes 19.85 (2) and take action on any items discussed in closed session. Motion to return to open session by Carstensen/Hedlund with unanimous roll call vote.

Motion by Gelting/Flowers to negotiate a three year agreement with Visit Lake Geneva and motion carries unanimously.

Adjourn. Motion by Hedlund/Flowers to adjourn at 7:47 pm. Motion unanimously carried.

/s/ Blaine Oborn, City Administrator/Secretary

THESE MINUTES ARE NOT OFFICIAL UNTIL APPROVED BY THE TOURISM COMMISSION