

LAKE GENEVA BUSINESS IMPROVEMENT DISTRICT BOARD MEETING

Monday, October 1, 2018 – 8:00 a.m.

Baker House

327 Wrigley Drive, Lake Geneva, WI 53147

Call to Order Payne calls the meeting to order at 8:03am

Roll Call Sean Payne, Kevin Fleming, Andrew Fritz, Tessa August, Bridget Leech. Roger Wolff and Steve Monticello absent. Monticello noted he would be 5-10 minutes late and arrives at 8:05am.

Also present: John Halverson, Kathy George, Angela Carlson, Ed Svitak, Mayor Hartz

Approval of minutes from the September 10, 2018, Regular Business Improvement District meeting.

August motions to approve the minutes from the September 10, 2018 meeting. Fritz seconds the motion. Motion carries 5 to 0.

Financials Fleming motions to approve financials. August seconds the motion. Motion carries 5 to 0.

City News and Mayor Hartz Update Mayor Hartz provides an update. There are a number of hearings and workshops coming up to finalize budgets. The process is going well and exactly as it should.

The new City Administrator is scheduled to start sometime in December. The City received 30+ resumes.

The Pacific Southwest building was up for auction. The owner came in at the last minute and paid off his property taxes so they still have the property. A group of people within the City (Clerk, building inspector, PD, Fire) will start looking at these issues and put together a program to address problems like this building.

Mayor Hartz discusses an article published by the Destination Development Association regarding streetscapes revitalizing a downtown. The article noted that all of the plants/benches in the town can't solve the problem; it's the stores that matter.

The proposed ice skating rink passed unanimously at the Parks Board and will go to Public Works Committee next.

Alderman Halverson provided a brief update on Quint Studer's presentation at the library.

Visit Lake Geneva News Ed Svitak shared award winners from Tourism Summit and Annual Dinner. He provided updates on the Frights and Fun Festival (10/26 – 11/4) and shared hotel occupancies. He noted that the new marketing co-ops are available.

VLG is partnering with Discover Wisconsin to promote the winter in Lake Geneva. They received a JEM Grant for Santa Cruise and for Winterfest/Ice Castles.

On events, Svitak noted that parade float applications are being accepted now. Kelly Pohle, events manager, has left VLG (after 90 days) and is being replaced by Shawni Mutter, starting 10/22.

Discussion/Action on Board vacancy August and Leech met with Sean Levitt and formally recommend him for the position. Levitt represents a market we don't have covered currently on the board (real estate) and he has experience in public sector. Payne chimes in to discuss Levitt's involvement with the Lyons Club and the

community. August makes a motion to recommend Sean Levitt as our next board member to the Mayor. Fleming seconds the motion. Payne asks if we need to vet Sal Dimiceli still. Monticello (who originally recommended Dimiceli) says no need to if Levitt is good. Motion carries 5 to 0 to recommend Sean Levitt to the Mayor to fill the vacant seat on the BID Board.

Discussion/Action on pilot white light program Table this item. Wolff is not in attendance to discuss. Payne will reach out and call Wolff to follow up.

Discussion/Action on downtown snow removal It is discussed that we cannot fit snow removal into the budget. Leech will follow up with Beverly Leonard.

Discussion/Action on PD/Fire Office Headquarters at events Chief Rasmussen asked Leech to add this item to the agenda. He and Chief Peters are discussing the idea of having a brightly colored space that would serve as a welcome/info station for events and also be a headquarters for first aid. It is a mobile command center, essentially. The board supports the idea (to continue the discussion with Chief Peters and Chief Rasmussen), but have a few questions regarding cost. Leech will follow up.

Questions/Comments on Director's Report Leech touches on a few items: Ice rink, Ice Castles, downtown speakers and budgets. No questions.

Other Business North side of Main St. business has received notices of gas company wanting to do work behind the building (down the alley). No specific dates listed on when work will be done. Mayor Hartz will talk to Tom Earle and follow up.

Svitak asked if Wi-Fi is done at the Riviera. Mayor Hartz wasn't sure but will follow up with Svitak on this item.

Set Next Meeting Date: Monday, November 5, 2018 Confirmed

Adjourn August makes a motion to adjourn to meeting. Fritz seconds the motion. Meeting adjourned 8:53am.