



## Lake Geneva Business Improvement District Board Meeting Minutes October 17, 2016

Board Members in attendance:

Tammie Carstensen, Andrew Fritz, Steve Monticello, Mike Kocourek, Sean Payne, Kevin Fleming, Roger Wolff

Guests: Erin Thornburgh, Blaine Oborn, Karin Bennett

Baker House

8:08am

- Minutes
  - Kevin Fleming thinks there is too much detail – Roger Wolff likes the detail
  - Motion to approve the minutes by Roger Wolff – Second by Kevin Fleming – motion passed unanimously
- Financials
  - Audit report – need to formally approve
    - Blaine Oborn notes page 3 = fund balance, page 4 = expense report, page 13 = segregation of duties
    - Not accusing Erin of anything, but would like to have more control numbers with cash
    - Erin suggests the city come down and sell and count all tickets themselves to avoid any issues
    - Mike Kocourek does not agree with the statement “an independent contractor handles all financial duties and responsibilities”
    - Motion to approve audit by Tammie Carstensen – Second by Sean Payne – motion passed unanimously
  - Still have 6000-7000 due to us from tax intake
  - Have roughly 100,000 left in budget, but at least 50,000 in expenses left
  - Motion to approve the financials by Tammie Carstensen – Second by Sean Payne – motion passes unanimously
- City News
  - Hwy 50 will be a spring project as ATT has held out too long
    - Working on restoring sidewalk for now (might add temp lighting in the meantime)
  - Security cameras – partner with city/police
    - Tammie Carstensen will call Chief Rasmussen on the idea (Blaine Osborne also noted he will discuss)
    - Are there cameras in the street lights currently?
    - Mike Kocourek suggests a better presence at bar time in those areas
    - The city is currently looking to hire another full time police officer to be in vehicle in the downtown area
  - Sidewalk cleaning – Tom was going to check and see if they could help
    - Blaine will check with Tom to see what they can come up with for part time
    - We would then hire as independent contractor (Duane? Kevin?)
  - Blaine Oborn has a meeting about Hillmoor property – talk about possible development
  - South Lake Shore parking lot should be done in the spring as well (approx. 41 spaces)

- Parking: discussion of raising parking in the BID to \$2/hour
  - Kevin Fleming suggests to make it seasonal and/or weekends
  - Parking and beach had a record year – why raise cost now?
  - Karin Bennett mentions it's not the money, but the inconvenience for customers
  - Blaine Oborn likes the idea of curbing it for weekends, etc
  - Tuesday night is council special budget meeting (may be discussed)
  - Roger Wolff says we should push back to defend our merchants as it's imposed on our patrons and impacts our members
  - Will parking continue to be a "scapegoat" for city deficits in the future (continuing to rise)?
  - Either parking or Premier Resort Tax (money has to come from somewhere)
  - Roger Wolff suggests we use a private group to build a parking ramp ourselves
  - Mike Kocourek asks how easy would it be to obtain land from the city – revenue sharing
  - LGEDC get bonding – be our partner (their next meeting in November)
  - [Kevin talk to Chris Gelting, Blaine talk to Sylvia, Mike talk to LGEDC, Roger find out more on bonding]
  - Room tax – from city goes to VLG – but can be used for tourism through other sources
- Steve has to leave (9:07am)
  - Who can pay for shuttle services (can divide between the orgs for events)
  - Use shuttle as a means of advertising
  - Sales tax –
    - first time this year city is trying to have us pay a sales tax on our event sales
    - Mike Kocourek believes we are exempt – sales tax codes (page 67 – occasional sales as community organization) we don't have a seller's permit
    - Roger Wolff suggests we need to get accountant/auditor to look closer at the codes (Mike Kocourek will look into) – tabled until Mike Kocourek can contact auditor and discuss further
- Visit Lake Geneva
  - Suggestion VLG to promote events, etc ... instead of hiring outside
  - Motion to move forward with proposed tier by Tammie Carstensen – Second by Kevin Fleming
    - Mike Kocourek asks what we will be putting on the two pages, and would like the pages to be at the beginning of the magazine before all of the sections – Motion passes unanimously
- Karin Bennett leaves (9:27)
  - Motion to move forward with \$2500 for Winterfest sponsorship by Tammie Carstensen – second by Andrew Fritz – Roger Wolff would rather see us pay for advertising ourselves to get people downtown – Kevin Fleming would like to see someone hired for marketing & social media – Motion Passes 5-1 (Roger votes no – Kevin, Tammie, Sean, Andrew, & Mike vote yes)
- Annual Dinner - discussion on raffle items being silent auction raising money to make profit
- Roger Wolff mentions they have full time staff, and we should work together with them
- Our members are wondering what the chamber is doing for our downtown
- Events
  - Taste of Lake Geneva
    - This year took a small loss, but Oktoberfest should be able to cover the expense
- Roger needs to leave (9:47am)
- Board of Directors: Some expiring in January

- Motion to appoint Mike Kocourek, Roger Wolff, and Andrew Fritz for a two year terms to end Dec 31<sup>st</sup> 2018 by Kevin Fleming – Second by Sean Payne – Motion passes (4-0)
- Website – meeting with David Scotney in the upcoming weeks – any ideas/suggestions should be sent to Erin
- Social media - Erin did great job with Oktoberfest “ads” - Ask Reach what they do/can help
- Advertising - We need to go after the day trippers
- Strategic planning meeting with our partners
  - Go back to last meeting and recap
  - Tammie Carstensen suggests we have marketing money and want to know they want to see happen
  - Send an email and/or postcard – meeting to be held at Harbor Shores or Horticultural Hall from 8:00am – 9:30am (2017 Marketing Plan Meeting) – Board meeting on the 7<sup>th</sup> and marketing meeting on 14<sup>th</sup> - bring ideas

TAMMIE CARSTENSEN SUGGESTIONS:

Budget 2018 = add \$2500 on the budget for event fees (recommendation from the city – Alderman Ted Horne)

Straw bales – scarecrow for the event addition

Make marathon a color run

MIKE KOCOUREK SUGGESTIONS:

Person injured at Oktoberfest being dealt with by city

Connect communities: \$200/year get info/support

Motion by Mike Kocourek – Second by Tammie Carstensen – Motion passes unanimously

List for arts and crafts directory – submit Oktoberfest & Farmers Market (Sean Payne)

Wi Downtown Action Council – Motion to renew membership and attend Fall Summit by Tammie Carstensen – Second by Kevin Fleming – Motion passes unanimously

Trick or treat Monday 31<sup>st</sup> 4-7pm – Alderman Doug skates would like us to promote and participate

Santa Cause/cruise – options to help support

Walworth County annual book – place ad with events

Motion to adjourn by Mike Kocourek – Second by Andrew Fritz – Motion passed 10:22am