

**LAKE GENEVA BUSINESS IMPROVEMENT DISTRICT  
BOARD MEETING**

**Monday, October 7, 2019 – 8:00 a.m.**

**Harbor Shores, Lighthouse Room**

**300 Wrigley Drive, Lake Geneva, WI 53147**

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

**Roll Call**

Present: Sean Payne, Tessa August, Sean Levitt, Steve Monticello, Roger Wolf

Absent and excused: Kevin Fleming, Jordan Innis

Also Present: Bruce Bennett, John Halverson, Deanna Goodwin, Roger Wolff, Lisa Otto, Jen Schligden, Dave Nord, Dimitri Anagnos

**Comments from the public as allowed by Wis. Stats. §19.84(2)**, limited to items on this agenda except for public hearing items. Comments will be limited to 5 minutes. No comments.

**Approval of minutes** from the September 9, 2019, Regular Business Improvement District meeting. August makes a motion to approve the minutes. Wolf seconds the motion. No discussion. Motion carries unanimously.

**Approval of Financials** Discussion of budget presentation. Monticello makes motion to approve the financials. August seconds. No further discussion. Motion carries unanimously.

**City News and Mayor Hartz Update** Halverson provides an update noting that Hilmoor and budgets are taking up a lot of time currently. Additionally, he notes there are public input meetings for people to provide their input on the Comprehensive Plan.

Nord adds a comment about the banner pole program noting that the City Attorney's opinion is that the banners are a City ordinance and the responsibility of the City at this time.

**Visit Lake Geneva Update** Deanna Goodwin provides an update. She notes upcoming events and marketing numbers. Events include the following: a partner meeting on 10/9, a multi-chamber networking event at Fairgrounds on 10/9, the awards dinner on 10/17 and a ribbon cutting at the Fairfield 10/23. She notes that Winterfest will be shortened and won't start until the Wednesday that the snow sculptors arrive. Deanna notes that Modern Luxury will be doing an article on downtown shopping.

There is a Geiger (PR Company) Tour currently happening through Wednesday. Fifteen journalists, representing over 60 publications. They are staying at the Ridge, the Abbey and Lake Lawn. Their opening dinner is at the Hunt Club, they're doing a boat tour, lunch at Popeyes and Oakfire. Small groups – Black Point, museum, Canopy Tours, Lake Shore Path, coffee at Avant. None of these writers have been to Lake Geneva (and some never even to Wisconsin) before.

**Discussion/Action of weekly Maxwell Street Days** Payne makes a motion to suspend the rules to allow for the public to speak/allow for input. Monticello seconds the motion. Motion carries unanimously. The BID Board asked for the input from the downtown business owners in attendance to give us their input. Roger Wolff (Jayne) says it's not necessary and it dilutes the concept. For

retailers, it's the end of the season thing; to help get through merchandise. On a regular basis, they would never have enough product to put out. Bruce Bennett (Cornerstone) agrees with Roger Wolff. Dimitri Anagnos comments that perhaps we do it one other time in the Spring to get rid of winter stock. The board agreed that this is an idea we can continue discussions on.

**Oktoberfest Update** Leech provides an update about the upcoming event – she notes sponsors, the new layout of the event, entertainment lineup, staff/volunteer opportunities.

**Discussion/Action on board structure/board members' area of responsibility** Wolff comments that we could consider changing the structure of our board. In his opinion, we currently act like a committee of the whole. He mentioned the idea of possibly breaking down the 6 or 7 strategic things we do as a board and then having one board member take on that area of responsibility.

Payne is interested in coming to another meeting that runs the way Roger is talking about to see how it works. Wolff will invite Payne to one of these meetings. The Board agreed to discuss this idea further at the November board meeting.

**Questions on Vacancy Report** Leech noted that she met with a few businesses interested in opening second locations in Lake Geneva – one distillery and a baby clothing store. Additionally, it was noted that there is a vacancy in the lower level of the Riviera for the 2020 season. It is a year to year lease and is 274 sq. ft.

**Other Business** None

**Motion to go into Closed Session pursuant to Wis. Stat. 19.85(1)(c)** considering employment, promotion, compensation or performance evaluation data of any public employee over which the governmental body has jurisdiction or exercises responsibility: Executive director contract

Payne makes the motion to go into closed session. Levitt seconds the motion. Closed session begins at 8:46 a.m.

**Motion to return to open session pursuant to Wisconsin Statutes 19.85 (2)** and take action on any items discussed in closed session. Payne makes the motion to return to open session. Monticello seconds the motion.

Present: Sean Payne, Tessa August, Sean Levitt, Steve Monticello, Roger Wolf  
No action taken.

**Set Next Meeting Date:** Monday, November 4, 2019 Meeting will move to November 11<sup>th</sup> due to Leech being at a conference on November 4<sup>th</sup>.

**Adjourn** Payne makes them motion to adjourn. Monticello seconds the motion. Meeting is adjourned at 9:10am.