



Lake Geneva Business Improvement District Board Meeting Minutes November 7, 2016

In Attendance:

Board Members: Tammie Carstensen, Andrew Fritz, Steve Monticello, Mike Kocourek, Kevin Fleming, Roger Wolff

Guests: Chief Rasmussen, Blaine Oborn, Erin Thornburgh

Absent: Sean Payne

Baker House

8:03am

- Minutes
- Motion to approve October minutes by Tammie Carstensen - Second by Kevin Fleming – passes unanimously
 - Tammie Carstensen asked about minutes, and if we need a book – Was determined NO, they are online.
- Financials
- Motion to approve by Tammie Carstensen – second by Roger Wolff – passes unanimously (6-0)
- City
- Chief here to answer questions about cameras
 - Tammie Carstensen, Chief Rasmussen, & Ed Gritzner met about cameras – What does the city need?
 - Main & Broad, Main & Center, 100 & 200 block of Broad – police will monitor
 - Then police can add in parking lots to same system
 - Cameras will save 7-10 days worth of info/footage
 - Need a place to put a tower – with something in the form of a lease to make sure in case of sale
 - Keefe office? Or Brick & Mortar building
 - Wireless but need power – putting on stop lights (4 cameras on each to cover each direction)
 - 8 cameras - \$8,000 budget (we could eventually use for live streaming)
 - We can fund it, but city would run it (city responsible for ongoing maintenance)
 - Chief will get a written proposal from Jeff (to install)
 - Motion to allot \$8000 (includes antennae etc) to the cameras by Mike Kocourek – second by Tammie Carstensen
 - Discussion: Kevin thinks there may be more in the future (perhaps budget more for later)
 - Steve asks if the city has records of previous instances – where cameras would've been helpful
 - Cameras do not really get blocked by snow etc – but are cleaned every so often for spiders
 - Can assist with other local crimes – people driving through etc (put pictures etc on FB to apprehend)
 - Andrew asks if they will have blinking (notifying) lights - these will just be static cameras
 - Steve asks about legal actions – will go through city attorney and council first
 - Passes unanimously (6-0)
 - Chief Rasmussen comments
 - Police patrol between 2-3 am to watch bar time vandalism
 - Chief tries to monitor – only 2-3 on duty at that time
 - State was down last week to inspect Thumbs Up – will go through city attorney

- Parking
 - Recent Meeting – continue to look at capital improvements
 - \$1.50 recommendation from that meeting (businesses) from 9:00pm-9:00pm
 - Preliminary discussions on the upcoming meetings as well
 - Looking at agenda for committee of the whole on December 5th
 - Andrew suggests creating a zone where the BID subsidizes in order to make sure city makes money
 - Roger suggests we author a one-page letter to explain to people – we are a voice & should be listened to
 - Lake Shore Drive parking for Spring (41 spaces)
 - Main Street widening – spring completion
 - Hillmoor – nothing happening very fast
 - Overnight parking allowed at Police/museum lot and Eastview lot – they have letters for each lot
 - Some of the new maps are backwards (theatre lot, park) and parking signs missing on Geneva sending straight to parking – didn't have “you are here”, but have added that – someone needs to go around to each of them and make sure they are all okay
 - Parking structure – Tammie Carstensen discussed with Jim Connors
 - Harbor shores would entertain using their lot to meter/build ramp
 - Roger suggest we need council from Dan Draper on how it can evolve – Blaine suggests LGEDC is a great conduit
 - Put it on their (non city) agenda to partner with us (city), create a plan, then go to city
 - Try to avoid a referendum
 - Mike will add to LGEDC agenda
 - Blaine suggests to build one level at a time and continue to add on
- Aldi's building now, and Shell Station (Walmart parking lot) is coming with new partners to move forward to plan commission soon – movement on the lot(s) behind the Office Max – and Keefe property behind Walmart working on changes to zoning – looking at part of Home Depot parking lot to create another store front or two – working on shuttle stop with WDOT (park n ride) (Tammie asks if we can throw in a trolley in that state funding – there are grants) – YMCA still in preliminary discussions – Nothing more on Red Geranium
- Visit Lake Geneva
 - Steve would like to see advertisements for free parking (nov 15-feb 28)
 - Calendar of events
- Marketing
 - Kevin would like to target day-trippers
 - Create a marketing committee: Sean & Steve – to create a schedule for the year
 - We need more photography
 - Come up with smaller events for downtown to promote
 - Create rack cards/posters – for each event about the next event – keep them coming
 - *Roger leaves (9:03am)*
 - Tammie asks about today's ad for southern newspapers
 - “Play for the Day – Lake Geneva Downtown” for day trip advertising (simple ad)
 - Board comes up with the budget and committee to place the ads/do creative
 - Steve asks if there is a printout of the free parking – for the stores to have
- Store Updates:
 - Plum Crazy – moving to Madison area
 - Global Hands – moving to Burlington
 - Absolutely Home – closing
 - ***need a new list of what is available and put signs in***
 - Theatre – shooting for Dec 15th – depends on ordering of products etc (optimistic)
 - New façade going on – latest would be February 2017

- Advertising
 - Northwoods Treasures: do something like it for 2017 – pick a charity to promote
 - Mike will forward to Erin
 - City Market: Discussed at a gathering (Speedo) – create a city market inside the Riviera (maybe several days a week or one day a week) similar to Farmers Market – but all the businesses renting a space (would need a committee) – get people to market then to the stores – can stores staff it? – get the Riviera crowds downtown – work something out with the city (for the ballroom) – each 10X10 space – signage and promoting – raising level upstairs might raise the level of what’s going on downstairs – maybe on Tuesdays? – discussion has begun and see if people are interested
 - Andrew asks if we want to do ads for the spaces we have available
 - Tammie suggests Crane’s magazine
 - Mike says it hasn’t seemed to work – only a sign in the window has worked in the past
- BID Membership meeting
 - Meeting one week from today – membership:
 - Mike does not understand what it is for
 - Have members come together – let them know we are here for them & are listening
 - Best way to communicate with each member – hand out info when we distribute something this week
 - Tammie thinks it’s too late and we need to reschedule to give it importance and let people know
 - Mike thinks it was to be about where to advertise and we should be doing that
 - Tammie would like people to have a voice and they matter
 - Kevin states people downtown don’t always know what we do and don’t see the chamber doing anything for them – they are disappointed so we need to step forward and show them what WE are doing
 - Tammie states we should refer to the meeting from several years ago and hear from businesses on what they expect and follow through with it
- New meeting: Tammie will check availability at Harbor Shores for November 17th at 8:00am
 - Flyer should relay the following information: General marketing meeting
 - Hear what the BID does for you and bring ideas for what you would like to see them do?
 - Mike: important question: who are we targeting? 1st floor retail or all members?
 - Get email addresses at the meeting “to stay informed, please provide us your email address”
- December meeting: December 5th
- January meeting: January 9th
- Blaine has someone in mind for sidewalk cleaning and will get the name to Erin
- Tammie will be gone the month of December, but is willing to do any projects we need
- Motion to adjourn by Mike Kocourek – second by Andrew Fritz – 10:53am

Meeting change to Maxwell Mansion on the 17th at 8:00am

***tent company – tell them we are unhappy and what happened and ask for them to send us a discounted invoice