

**LAKE GENEVA BUSINESS IMPROVEMENT DISTRICT
BOARD MEETING**

Monday, November 5, 2018 – 8:00 a.m.

Baker House

327 Wrigley Drive, Lake Geneva, WI 53147

Call to Order Sean Payne calls the meeting to order at 8:00am

Roll Call Sean Payne, Kevin Fleming, Sean Levitt, Andrew Fritz, Steve Monticello, Tessa August, Bridget Leech
Absent: Roger Wolf.

Also present: Mayor Tom Hartz,

Note:

Roger Wolf arrives at 8:04 a.m.

Ed Svitak arrives at 8:06 a.m.

Lt. Ed Gritzner arrives 8:07 a.m.

Approval of minutes from the October 1, 2018, Regular Business Improvement District meeting August motions to approve the minutes. Monticello seconds the motion. Motion carries 7 to 0

Financials Fleming motions to approve the financials. August seconds the motion. No discussion. Motion carries 7 to 0.

City News and Mayor Hartz Update Mayor Hart provides an update. The budget is published and the City Administrator search is on-schedule. Someone should be announced this week. The Ice Castles project will be spearheaded by Josh Gajewski - head of utility. Thumbs Up is officially tearing the front (seating area) off, which will hopefully help with some of the issues.

Mayor Hartz talks about Roger Brooks and notes that Leech and himself will be walking downtown on Tuesday handing out these posters and talking to store owners.

Payne asks the status on the Riviera – the first item they are discussing doing is replacing the roof. The best time to do that is Feb/March/April. They are doing it in a way that the Riviera can stay open. 2020 is currently on hold for reservations.

Visit Lake Geneva Update Svitak provides an update. September occupancy was up, October was flat. North Star will be presenting their creative to the VLG board at January 10th. We've discussed a joint board meeting in the past. Svitak invited our board to the North Star presentation in January.

Wolff suggests a joint board meeting with a purpose and agenda. Leech to organize this for Q1.

VLG currently has two open board positions. Applications are due this week and will be voted on at the December meeting.

They are working with Winterfest on a five-year deal. Svitak noted that the new website and CRM are up and running and the Visitors Guide will be out first week in December.

Future location for BID meetings Harbor Shores has offered to host all future BID meetings.

WeEnergies construction update Leech provides an update on the WeEnergies projects noting that of the three projects, only one will substantially impact the BID.

Discussion/Action on pilot white light program Wolff noted that he has had a problem getting a quote. The objective is to light the 700 block of Main, on the North side, as a pilot program. Wolff notes that almost every store, with the exception of one has agreed to this at this point. Fritz suggests Jon Adams from Twilight Solutions.

Wolf asks Mayor Hartz about the City's take on this. Mayor Hartz notes that the planning commission would hear it as part of downtown design review.

Ice Rink and Ice Castles update Leech provides an update on the timeline and status of both projects.

Questions/Comments on Director's Report No questions, but some discussion took place regarding the tree lighting ceremony regarding having Santa arrive on a horse and wagon instead of a fire truck and perhaps having the Geneva Theater show a movie afterwards.

Other Business Wi-fi is in at the Riviera.

Downtown vacancies were discussed:

Stephanie Horne is confirmed at 875 W. Main St. People are still interested in Boatyard Bagels for the distillery but they are having a hard time with the owners of the building. The Pacific Southwest owners paid their back taxes so it didn't go to auction. We don't know if they are leasing the space.

Wolff notes that they are re-doing exterior of 201 Broad St. He's using booms and lifts. If any problems, let Roger know.

Set Next Meeting Date: Monday, December 3, 2018 Confirmed at Baker House

Motion to go into Closed Session pursuant to Wis. Stat. 19.85(1)(c) to discuss BID Executive Director role and responsibilities moving forward. Wolf makes the motion to go into closed session. Fleming seconds.

Motion to return to open session pursuant to Wisconsin Statutes 19.85 (2) and take action on any items discussed in closed session. Motion made by Monticello, second by Fritz. Leech will meet with Draper to discuss what the best course of action is to hire on a subcontractor to help with events and social media.

Adjourn Fritz motions to adjourn. Monticello seconds the motion. Meeting adjourn at 9:23 a.m