

**LAKE GENEVA BUSINESS IMPROVEMENT DISTRICT
BOARD MEETING**

Monday, December 4, 2017 – 8:00 a.m.

Baker House

327 Wrigley Drive, Lake Geneva, WI 53147

Call to Order. Mike Kocourek calls the meeting to order at 8:04am

Roll Call. Andrew Fritz, Steve Monticello, Kevin Fleming, Mike Kocourek, Tessa August, Sean Payne, Bridget Leech.

Absent: Roger Wolf

Also Present: Alderman John Halverson, City Administrator Blaine Oborn, Ed Svitak, Sean Levitt

Approval of minutes from the November 6th, Regular Business Improvement District meeting. Sean moves to approve. Steve seconds. No discussion. Motions carries unanimously 6 to 0.

Financials. Kevin asked what big outstanding. Kevin motions to approve. Tessa seconds. No discussion. Motion carries unanimously.

City News. City Administrator Oborn Reports:

BID Financials will stay in Quickbooks. The newly hired finance director will make the decision if she'd like to move us out of Quickbooks at a later date. The City spent \$250 to buy a Quickbooks license. The new finance director/comptroller starts on December 11th.

Council voted to increase 700/800 blocks of Main and Center St. lot parking increase to \$2

Visit Lake Geneva News. Ed noted a successful parade and thanks participants, everyone from the City, Bridget, volunteers. There were approximately 88 floats and an estimated 10,000 – 12,000 people in attendance. Steve Monticello asked about a possible shuttle service to help with traffic congestion. Ed shared occupancy and RevPar reports and spoke about the continuous struggle to monitor retail numbers – has general tax number, but that includes big box stores so it is not helpful to the BID. Visit Lake Geneva is working with Bridget and Motionloft regarding the possibility of adding 1 or 2 additional pedestrian counters by the Riviera and Flat Iron Park. Ed discussed the Visit Lake Geneva budget briefly. Visitors Center renovations will take place 2/15 – 5/15 (approximately). Ed is working to find alternative space to house the visitors center during that time. New Board seat elections will take place on 12/14.

Sean Payne questioned City Administrator Oborn if Mayor Kupsik will be running again. Oborn confirmed that Tom Hartz and Mayor Kupsik will be running.

Sean Payne questioned Riviera progress. Oborn continued that the Riviera project is still moving along. The City is looking for an engineering company. January 2018 Piers and Harbors committee will be presented with a variety of companies to vote on. Currently, no weddings are being booked for 2019 still.

Tessa August commented that Tammie Carsetensen met with the Harbormaster to remind him of all of the downtown venues that have the ability to do weddings and is asking for referrals. To date, no weddings have been referred.

Kevin Fleming asked for an update on what was happening in the lower level of the Riviera. Stores currently have one year leases so it leaves some flexibility, but developers have not been contacted. The big push is to get an engineering and architecture company on board first.

Connect Communities Introduction. Leech did brief introduction of the program and presented the board with a handout. A formal introduction will take place in early 2018.

BID appointment for Visit Lake Geneva Board seat. Board term will start in January. Fleming motions to appoint Bridget Leech to be the BID representative on the Visit Lake Geneva Board. Payne seconds the motion. No discussion. Kocourek asked if it was ok with Ed. Motion carries unanimously.

Annual Meeting Discussion. Lengthy discussion regarding the possibility of the BID hosting an Annual Meeting. Fleming motions that Bridget send out a letter and set up an annual meeting which will include who we are, what we do, plan for 2018, marketing direction. And have that meeting in the first quarter of 2018 at a location TBD within the boundaries of the Business Improvement District. August seconds the motion. No discussion. Motion carries unanimously.

Questions/Comments on Director's Report.

Discussion regarding holiday decorations in other cities, such as Woodstock. Leech to review what other cities are doing so we can keep growing in Lake Geneva. No further questions.

Other Business. Leech provided an update on wrapping center hours. Additionally, Leech reported that she will be out of the country from January 2 – 7.

Set Next Meeting Date: Monday, January 8th

Adjourn. Motion to adjourn by Kevin Fleming, second by Andrew Fritz. Meeting adjourned at 9:01am.