

TOURISM COMMISSION  
WEDNESDAY, DECEMBER 11, 2019 – 4:00PM  
ROOM 2A, CITY HALL

**Committee Members:** Chairperson, Tammie Carstensen Vice Chair, Brian Waspi, John Trione, and Dana Trilla, Alderpersons: Rich Hedlund, & Shari Straube

Meeting call to order at 4:01 pm

**Roll Call:** Vice Chair, Brian Waspi, Dana Trilla Alderpersons: Rich Hedlund, Shari Straube,

**Excused Absent:** Tammie Carstensen, and John Trione

**Also Present:** Admin Nord, Asst. City Clerk, Elder. MATL Representative, Copsey, BID Representative, Leech, VLG Representatives, Goodwin & Souza

**Comments from the public limited to 5 minutes, limited to items on this agenda**

Charlene Klein, 817 Wisconsin St., expressed her approval of Stephanie Copsey's work at the Riviera.

4:03 pm John Trione arrived.

**Approval of the Tourism Commission minutes from November 13, 2019**

Ald. Hedlund motioned to approve the Tourism Commission minutes from November 13, 2019, second by Dana Trilla. Motion carried 5-0.

**Update from Stephanie Copsey (Independent Contractor for Tourism Commission) Meet at the Lake Promotional Activity**

Explained the merging of the MATL website with the Riviera website. The updated website will be available to review at the next meeting in January. Copsey also provided a status update on bookings, and she submitted MATL proposal for group out of Madison. The Riviera cancellation policy was also approved by council. Elevate Media group out of Madison is the contractor for the combined MATL/Riviera website. Waspi questioned how Elevate is getting paid and Stephanie indicated it was minimal & part of the marketing budget that wasn't used on the printing of the catalog.

**Update from Tourism Entity (Visit Lake Geneva) on Promotional Activity, Calendar, and Hotel Performance**

Partner Events are now moving to the third Wednesday of the month at 8:00 am. They had a successful Christmas Parade with 80 entries and appx. 10,000 spectators. Winterfest will run Jan. 29 through Feb. 2<sup>nd</sup>. VLG is closing Winterfest sponsorships on December 20<sup>th</sup>. They're seeing an increase in media interest on Ice Castles & Winterfest. Goodwin referenced the monthly reporting data, and that they're wrapping up their catalog. Announcement of the official Ice Castle opening will come directly from Ice Castles, and VLG recommends following the Ice Castles website, signing up for their email newsletter or following their Facebook page.

**Update from Lake Geneva Business Improvement District (BID) on Events and Activity**

Leech shared update on her report outlining the status of the Downtown window display, Santa's Reindeer & Strolling Santa. The Cocoa Crawl will be in January, on the Friday before Winterfest. This will be the last month of the MotionLoft contract showcasing pedestrian traffic counts (month of November showing foot traffic was down, but MTD the foot traffic was up 50,000). An offer was extended to a part-time Events Coordinator per approval of the City Attorney.

**Written financial update provided by Comptroller regarding Room Tax Dollars Collected, Financials, current Budget & Disbursements**

Commission reviewed the Room Tax numbers and Ald. Hedlund pointed out that there's been an increase every month in 2019. A new report provided by Carstensen showed that Lake Geneva's occupancy was up 6.6%, however, the VLG report shows the regional occupancy down 1.3%, LG ADR down 1.2%, region up .09%, LG Rev Par up 5.3%, region down .4%

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**Discussion/Action regarding proposed policy relating to grant proposal applications & Tourism Agenda material deadlines on the Wednesday by 12:00 pm, one week before the monthly scheduled Tourism Commission meeting.**

Motion by Ald. Hedlund to approve the proposed policy relating to grant proposal applications & Tourism agenda material deadlines on the Wednesday by 12:00 pm, one week before the monthly scheduled Tourism Commission meeting, second by Ald. Straube. Motion carried 5-0.

Ald. Hedlund motion to suspend the rules to allow an audience member, Charlene Klein to speak, second by Ald. Straube. Motion carried 5-0. Charlene stated she didn't believe there were enough bathrooms available to the number of attendees at Winterfest. She's request VLG bring in a bathroom trailer for the event.

**Discussion/Action on Tourism Promotion Grant Program and Requests:**

**VISIT Lake Geneva, Winterfest Grant**

Trione motion to fund marketing for VISIT Lake Geneva's Winterfest in the amount of \$35,300 to VISIT Lake Geneva, second by Ald. Hedlund. Motion carried 5-0.

**B'Hive Events Winterfest ICE Bar**

Bethany Souza's, B'Hive Ice Bar request was withdrawn

**Future meeting agenda items and next meeting date - January 8, 2020 at 4:00 pm**

Air BnB Report

Measuring Success of Tourism Grants 2020

Motion by Waspi to adjourn at 5:35 pm, second by Trione. Motion carried 5-0.

*This is a meeting of the Tourism Commission.*

*No official City Council action will be taken; however, a quorum of the Council may be present.*

12/13/2019 09:02 am

cc: Tourism Commissioners, Mayor, Administrator