

TOURISM COMMISSION MINUTES

WEDNESDAY, DECEMBER 13, 2017 – 5:00 PM

CONFERENCE ROOM 2A, CITY HALL

Meeting call to order by Chairman Gelting at 5:15 pm

Roll Call: Present – Hedlund, Flower, Gelting, Lorensi, Absent: Carstensen, Fritz

Also present: Administrator Oborn, CEO VLG, Ed Svitak, Executive Director, Bridget Leech

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

None

Approval of the Tourism Commission minutes from November 8, 2017

Motion by Ald. Hedlund to approve the November 8, 2017 minutes, second by Flower. Motion carried 4 to 0.

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

Report provided by VISIT Lake Geneva

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

Report provided by BID/Streets of Lake Geneva

Discussion/Action on Room Tax Dollars Collected, Financials, and Disbursements

Report provided by City Administrator

Discussion/Action/Recommendation on the City's Short-term Rental Ordinance and corresponding State Law Change

Report provided by Oborn

Discussion/Action on Marketing Projects including Tourism Promotion Grant Program for events that generate overnight stays

VLG to work on promotional flyer.

Discussion/Action on Municipal Development including:

- a. **The Riviera Building Promotion and Renovation**
- b. **Cooperative Convention Center (Lodging by the Lake)**

Bad while closed

Discussion/Action on Hotel Rooms Rented Reporting including use of the Visit Lake Geneva STR and City Room Tax Reporting

Council approved on reporting and also option to include \$2,000 STR report for City.

Future agenda items and meeting date

January 10, 2018

Motion to go in to Closed Session pursuant to Wis. Stat. 19.85(1)(e) for purposes of conducting other specified public business, whenever competitive bargaining reasons require a closed session for the Visit Lake Geneva Tourism Entities Contract

Gelting motion to go into closed session at 6:12 pm, second by Flower. Motion carried 4 to 0.

Roll Call: Present – Hedlund, Flower, Gelting, Lorensi, Absent: Carstensen, Fritz
Also present: Administrator Oborn

Motion to return to open session pursuant to Wisconsin Statutes 19.85 (2) and take action on any items discussed in closed session

Hedlund motion to return to open session, second by Lorensi. Motion carried 4 to 0.

Hedlund motion to proceed as discussed on contract, second by Lorensi. Motion carried 4 to 0.

Lorensi motion to adjourn at 6:25 pm, second by Hedlund. Motion carried 4 to 0.

/s/ Blaine Oborn, City Administrator/Secretary

THESE MINUTES ARE NOT OFFICIAL UNTIL APPROVED BY THE TOURISM COMMISSION

12/18/2017 12:05 pm

cc: Tourism Commissioners, Mayor, Administrator, Media