

TOURISM COMMISSION MINUTES

WEDNESDAY, JANUARY 16, 2019 – 5:00PM

COUNCIL CHAMBERS, CITY HALL

Committee Members: Chairperson, Tammie Carstensen, Vice-Chair, Andrew Fritz, Charlie Lorenzi, Brian Waspi
Alderpersons: Rich Hedlund, Shari Straube

Meeting call to order by Chairman, Carstensen at 5:00 pm

Roll Call: Carstensen, Fritz, Lorenzi, Waspi, Ald. Straube

Also present: BID Director, Leech, & Tourism Rep, Copsey, City Admin, Nord, & Deputy Clerk, Elder

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

None

Approval of the Tourism Commission minutes from December 12, 2018

Lorenzi motion to approve December 12, 2018 minutes, second by Straube. Motion carried 5-0.

Carstensen asks for motion to suspend the rules and move items 7, 9, & 10 to front of the agenda.

Motion by Fritz to approve moving up the line items, second by Lorenzi. Motion carried 5-0.

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

Tammie Carstensen presented VLG reports since the organization is currently searching for a new President. VLG new brand direction and campaign was also shared with the group. Fritz asked if moving forward we can ask that the data provided come in a different format. Carstensen recommended waiting until the new President is on board.

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

Leech shared that the ice rink is expected to open the weekend of the January 19, 2019. Ice Castle expected to open on January 21, 2019. Cocoa Crawl will be on Feb. 1, 2019 from 4:00 to 6:30 pm with free movie for kids the following morning at the Geneva Theater.

The four organizations (BID, VLG, LGED, & Tourism Commission) that underwrote the Roger Brooks consultation have organized a list of sub-committee members for the following areas: Merchants, Property Owners, Public Sector, and Residents inviting representatives from the community to gather recommendations on what they would like to see from the city related to Roger Brook's presentation of 20 Ingredients to a Successful Downtown.

Update from Stephanie Copsey (Independent Contractor for Tourism Commission) Promotional Activity

Copsey presented a Meet at the Lake proposed marketing plan with 3 different options.

Update Room Tax Dollars Collected, Financials, current Budget & Disbursements

Monthly and Annual Budget numbers were shared showing November down just a little bit, but overall ahead of forecast & actual budget for the year.

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Copsey Marketing Budget

Copsey shared her marketing budget proposal.

Lorenzi to approve \$10,000 as first marketing dollars for 2019 to address option 1, second by Fritz (with City Administrator & Treasurer approval). Motion carried 5-0.

Copsey Google Shared Doc User ID & Passwords

Google doc was created by the City and Stephanie has shared her user id and passwords and will be submitting her social networks user id and passwords soon.

Update from Nord on Riviera Plans and Short Term Rental

Consulting firm representative is changing and city would like to spend more time obtaining input from the public survey regarding the Riviera. Would like Administrator to find out still taking reservations in late 2019/2020. Commission asked Nord to find out where FLR/Council are at regarding securing an AirBnB contract for the city

Ice Castle Sponsorship

Lorenzi request that if we enter into another agreement with the Ice Castle that Lake Geneva Hotels get first right of refusal for sponsorships. Also Tourism Commission needs to request being listed as a presenting sponsor.

Discussion/Action on Tourism Promotion Grant Program and Requests:

City of Lake Geneva Avian Committee's Grant Application

Motion by Waspi to approve \$1,500 match, second by Fritz. Motion approved 5-0.

Agenda items and next meeting date February 13, 2019

- Meet at the Lake Website
- Comparison of VLG marketing vs. what MAL is proposing
- Nord Riviera Update & Short Term Rental - AirBnB

Adjourn

Fritz motion to adjourn, second by Waspi at 6:35 pm. Motion carried 4-0.