

**TOURISM COMMISSION MINUTES
WEDNESDAY, NOVEMBER 8, 2017 – 5:00 PM
CONFERENCE ROOM 2A, CITY HALL**

Meeting call to order by Chairman Gelting

Roll Call: Present: Alderman Richard Hedlund, Alderman Cindy Flower, Chair and Citizen Chris Gelting, Business Rep. Charlie Lorenzi, Vice Chair & Hotel Rep. Tammie Carstensen. Absent: BID Board Business/Hotel Rep. Andrew Fritz. Also Present: City Administrator Blaine Oborn, President & CEO of Visit Lake Geneva Ed Svitak, Mayor Al Kupsik, and BID 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 September 13, 2017

VC & Hotel Rep, Carstensen motion, second Hedlund to approve the Tourism Commission minutes from September 13, 2017. Motion carried 5 to 0.

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

Ed Svitak presented and provided a handout.

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

Bridget Leech presented and provided a handout.

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

Administrator Oborn reported on new law and collection effort.

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

Motion by Carstensen to open date review monthly, second by Gelting. Motion carried 5 to 0.

Discussion/Action on Municipal Development including:

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

No action taken, discussion on affect of 2019 Riviera closing. Forward input to the next Piers, Harbors, & Lakefront meeting on Nov. 15.

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

Flower motion to recommending city modifying form to report occupancy rooms sold, Gelting second. Motion carried 5 to 0.

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, second by Carstensen. Roll call carried 5 to 0.

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

Motion by Flower to instruct staff to modify the VISIT agreement as discussed in closed session, second by Gelting. Motion carried 5 to 0.

Adjourn.

Ald. Hedlund motion to adjourn at 6:57 pm. Motion carried 5 to 0.

/s/ Blaine Oborn, City Administrator/Secretary

THESE MINUTES ARE NOT OFFICIAL UNTIL APPROVED BY THE TOURISM COMMISSION