

TOURISM COMMISSION MINUTES

WEDNESDAY, APRIL 10, 2019 – 4:00PM

ROOM 2A, 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 4:00 pm

Roll Call: Carstensen, Fritz, Lorenzi, Waspi Ald. Hedlund, & Ald. Straube Also present: Admin. Nord & Asst. City Clerk, Elder, Representatives from the BID, & VLG

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

None

Approval of the Tourism Commission minutes from March 13, 2019

Ald. Hedlund approved the March 13, 2019 minutes, second by Fritz. Motion carried 6-0.

Discussion/Recommendation change Tourism meeting time from 5:00 to 4:00 pm

Motion by Lorenzi to change the monthly Tourism Commission meeting from 5:00 pm to 4:00 pm, second by Ald. Hedlund. Motion carried 6-0.

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

Alyssa Delloro presented VLG marketing update, but didn't have number from STR report. Members asked if the email list was available for purchase, and requested for future presentation to see the change in engagement on social media and open rate/click through on emails.

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

Bridget Leech shared update on the Wine Walk – 400 Tickets Sold Out. Roger Brooks sub committees have started meeting, Movies on the Beach coming, and updated on pedestrian traffic.

Update from Stephanie Copsey (Independent Contractor for Tourism Commission) Meet at the Lake Promotional Activity Updated information on HelmsBriscoe program, presented quote on MATL logo design, and will meet with Nord regarding locating Cvent contact listing. Shared she spoke with VISIT MKE regarding upcoming DNC opportunities.

Motion by Lorenzi to approve Riviera logo design for \$625 with potential style guide conducted by Administrator or appointee, second by Waspi. Motion carried 6-0.

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

Administrator, Nord shared the current Room Tax Dollars collected and the Finance Balance Sheet from the Comptroller. Waspi requested that Admin. Nord check with Karen regarding revenues over expenses.

Update on Riviera Plans

Admin. Nord stated Mayor and Piers Committee will be wrapping up their input session regarding the Riviera. Members suggested inviting the Comptroller & Ald. Skates from Piers be invited to May Tourism meeting.

Discussion/Action on Tourism Promotion Grant Program and Requests:

- a. Star Parties by GLAS

Motion was amended by Ald. Hedlund to fund \$3,848 to the GLAS for their 4 events, second by Lorenzi. Motion carried 6-0.

Agenda items and next meeting date May 8, 2019 at 4:00 pm

- Allocating funds to the renovate Riviera
- Create an Ad for LG Regional News to let people know about Tourism Commission grants
- On Demand Mobility Program from Parking
- Ideation Lorenzi Think Tank

Waspi motion to adjourn at 5:30 pm, second by Straube. Motion carried 6-0.

04/15/2019 4:00 pm

cc: Tourism Commissioners, Mayor, Administrator, Media