



**TOURISM COMMISSION
WEDNESDAY, AUGUST 12, 2020 – 4:00PM**

**CITY HALL, COUNCIL CHAMBERS
THE CITY OF LAKE GENEVA IS HOLDING MEETINGS VIRTUALLY WITH LIMITED
CAPACITY IN COUNCIL CHAMBERS TO COMPLY WITH SOCIAL DISTANCING DUE TO
THE CORONAVIRUS (COVID-19) PANDEMIC. HERE'S HOW YOU CAN PARTICIPATE:**

Wed, Aug 12, 2020 4:00 PM - 5:00 PM (CDT)
Please join the meeting from your computer, tablet or smartphone.
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<https://www.youtube.com/watch?v=95dRdnMMgbQ>

AGENDA

Committee Members: Chairperson, Waspi, Vice Chair, Dana Trilla, Zakia Pirzada, & Linda Moritz
Secretary & Alderperson, Fesenmaier, & Alderperson: Rich Hedlund

- 1) Chairman, Waspi calls the meeting to order
- 2) Roll Call
- 3) Comments from the public limited to 5 minutes, limited to items on this agenda
- 4) Approval of the Tourism Commission minutes from July 08, 2020
- 5) Update from Stephanie Copsey (Independent Contractor for Tourism Commission) Meet at the Lake Promotional Activity
- 6) Update from Tourism Entity (Visit Lake Geneva) on Promotional Activity, Calendar, and Hotel Performance
- 7) Update from Lake Geneva Business Improvement District (BID) on Events, Activity, and Status on Receipting of Prior Grants Awarded
- 8) Written financial update provided by Comptroller regarding Room Tax Dollars Collected, Financials, current Budget & Disbursements

9) Discussion/Action on Tourism Promotional Grant Program and Requests:

a.) Lake Geneva Regional News, Digital Marketing Effort

10) Date of future RFP presentations in September from Tourism entities i.e. Visit Lake Geneva

11) Future meeting agenda items (next meeting date Monday, September 14, 2020 at 4pm)

12) Adjourn

*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.*

08/06/2020 09:00 am

cc: Tourism Commissioners, Mayor, Administrator