

TOURISM COMMISSION MINUTES

WEDNESDAY, AUGUST 14, 2019 – 4:00PM

ROOM 2A, CITY HALL

Committee Members: Chairperson, Tammie Carstensen, Vice Chair, Brian Waspi, John Trione, and Dana Trilla Alderpersons: Rich Hedlund, Shari Straube
Also present: City Administrator, Nord, Asst. City Clerk, Elder

Meeting called to order 4:00 pm

Roll Call: Carstenson, Trilla, Ald. Hedlund, Ald. Straube

Absent: Waspi & Trione

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

None

Approval of the Tourism Commission minutes from July 10, 2019

Ald. Hedlund motion to approved the July 10, 2019 minutes, second by Trilla. Motion carried 4-0.

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

Deanna Goodwin from VLG shared the upcoming events, media, marketing activity update to include social media & email data.

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

Bridget Leech was in attendance and stated that she will be back from her maternity leave in September and Maxwell Street Days start next week.

Update from Stephanie Copsey (Independent Contractor for Tourism Commission) Meet at the Lake Promotional Activity

Carstensen doesn't want the link to Airbnb in the Meet at the Lake catalog. Stephanie Copsey will have a copy of the catalog at next month's meeting, and she has the option to participate in the Gage Bridal Show in September for \$175 registration fee.

Ald. Hedlund motion to approve the \$175 for Stephanie to attend the Gage Bridal Show, second by Straube. Motion carried 4-0. Stephanie has a new phone 262.344.8246 (email to group and put on the website).

Written financial update provided by Comptroller regarding Room Tax Dollars Collected, Financials, current Budget & Disbursements

\$235K in funding dollars is left over at the end of 2019 and this amount is what's being projected by the Comptroller. Waspi is going to meet with Karen again to go further into the financials.

Discussion/Action regarding Riviera plans & funding

Ald. Hedlund motion to table the Riviera plans & funding to next month, second by Straube. Motion carried 4-0.

Discussion/Action on Tourism Promotion Grant Program and Requests:

- **Business Improvement District, Ice Castle Grant**

Ald. Hedlund motion to approve the grant of \$50,000 per year for three years, second by Trilla. Motion carried 4-0.

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Agenda items and next meeting date September 11, 2019 at 4:00 pm
Riviera funding

Motion to go into Closed Session pursuant to Wis. Stat. 19.85(1)(c) considering employment, promotion, compensation or performance evaluation data of any public employee over which the governmental body has jurisdiction or exercises responsibility regarding employee contracts and pay for the Tourism Commission Events Coordinator position

Ald. Hedlund motion go into closed session and include staff present, second by Trilla. Motion carried 4-0. The Tourism Commission convened into closed session at 4:40 pm.

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 Ald. Hedlund to return to open session, second by Trilla. Motion carried 4-0. The commission convened into open session at 4:45 pm.

Roll Call: Carstenson, Trilla, Ald. Hedlund, Ald. Straube

Ald. Hedlund motion to direct staff to continue negotiation with Events Coordinator, second by Trilla. Motion carried 4-0.

Ald. Hedlund motion to adjourn, second by Trilla. Motion carried 4-0. The commission adjourned at 4:50 pm.