



**LAKE GENEVA BUSINESS IMPROVEMENT DISTRICT
BOARD MEETING**

**Monday, November 6, 2017 – 8:00 a.m.
Baker House
327 Wrigley Drive, Lake Geneva, WI 53147**

Call to Order. Mike Kocourek calls the meeting to order at 8:03 a.m.

Roll Call. Present: Mike Kocourek, Kevin Fleming, Sean Payne, Tessa August

Absent: Steve Monticello, Andrew Fritz, Roger Wolf.

Also present in the audience: City Administrator Oborn, Alderman Halverson, Karin Bennett, Ed Svitak, and Sylvia Mullally.

Steve Monticello arrives at 8:05. Roll call amended to include Monticello

Present: Mike Kocourek, Kevin Fleming, Sean Payne, Tessa August, Steve Monticello

Absent: Andrew Fritz, Roger Wolf.

Approval of minutes from the October 2nd, Regular Business Improvement District meeting. Motion by Fleming. Second by Payne. No discussion. Carries unanimously 5 to 0

Financials. Some Oktoberfest numbers are still outstanding. Discussion regarding outstanding money we are waiting on from the county.

Motion to approve by Fleming. Second by August. No further discussion. Approved 5 to 0.

City News. City Administrator Oborn reminds the BID Board that we need to recommend our board seats to the mayor.

Mullally discussed downtown parking and urged the BID Board and all downtown businesses to help promote the Park Mobile app. Payne requested signage for his windows and Sylvia agreed to provide this.

Discussion regarding the possibility of providing parking for VIP customers took place. The current process is cumbersome and difficult. Fleming brought up a possible parking card program, called Smart Card (similar to a gift card). Mullally agreed to look into this option.

A final reminder to businesses to not harass the parking staff. Any parking issues, please contact Sylvia directly. Free parking begins on 11/15. The parking staff will be out winterizing parking machines.

A lengthy discussion regarding parking continued.

In response to a question from Kocourek, City Administrator Oborn states that a replacement for Peg has not been set yet. November 17th is the cut off for the application process. The City Clerk position should be filled after Thanksgiving with a clerk from another City.



Visit Lake Geneva News. Svitak updated the group on upcoming events – partner meeting, business after hours, multi-chamber event and WCEDA partnership event. Svitak announced Ulla Brunk as the Grand Marshall for the 2017 Christmas Parade.

October STR reports were shared and discussed with the group. Svitak reported that they have a company called DMI on retainer to help with sales efforts. DMI will offer 12 sales people to help sell the area. Their goal is 360-400 leads per year and a conversion rate of 15-18%.

The search for board members is on. Nine people have applied for 5 seats. One seat is BID seat that Kevin represents. The BID will need to appoint a recommendation for their seat by 12/14.

Roger Wolf had previously presented the idea of a possible joint BID/Visit Lake Geneva Board meeting. Svitak suggests we do it after the new boards are put together; perhaps in February.

Discussion/Recommendation on Rotary donation from Oktoberfest. The Board reviewed financials provided by Leech. Payne recommends a \$4000 donation. Kocourek provided more detail on how he got to a similar number of \$4,000 - \$5,000. Fleming discussed a possible recommendation of \$6,000. Monticello recommends taking an average and donating \$5,000. Payne motions to donate \$5,000 to the Rotary. August and Monticello second the motion. No further discussion. Motion carries 5 to 0.

Payne is excused at 9:08am

Available Board Seats. Board seats for the following members expire at the end of 2017: Kevin Fleming, Steve Monticello, Sean Payne, Tessa August.

Kocourek makes a motion to suggest to city council that we reappoint for a two-year term to the BID board, Tessa, Kevin, Sean, Steve. Fleming seconds. No discussion. Carries 4 to 0.

City Shuttle Service

As requested by Alderman Hedland, a presentation and discussion of BID-related shuttle costs took place. The BID board has asked that other organizations discuss the possibility of paying for shuttles for their events as well. At this time, no action is taken. Shuttle costs are currently in the 2018 City budget. Shuttles will be discussed again before budgets are set for 2019.

Verify 2018 Event Dates

- a. **Paint In/Arts Festival: May 10-12 or June 9-10.** BID will offer to pull the permit for the Geneva Lakes Art Foundation, but the remainder of the event is their responsibility.
- b. **Taste of Lake Geneva: June 2 or ~~September 8~~.** Taste of Lake Geneva will take place on June 2, 2018.
- c. **Holiday Open House: November 10-11** Holiday Open House will continue on this same weekend for 2018
- d. **Annual Meeting – Nov 6th?** No action taken. Tabled until December meeting.

Questions/Comments on Director's Report

Leech updated the board on her involvement with the 2018 Women's Weekend.



Other Business. No other business discussed

Set Next Meeting Date: December 4th at the Baker House

Adjourn

Kocourek motions to adjourn. Monticello seconds

Meeting adjourned at 9:41 am

THESE MINUTES ARE NOT OFFICIAL UNTIL APPROVED BY THE LAKE GENEVA IMPROVEMENT DISTRICT