

LAKE GENEVA BUSINESS IMPROVEMENT DISTRICT BOARD MEETING

Monday, January 8, 2018 – 8:00 a.m.

Baker House

327 Wrigley Drive, Lake Geneva, WI 53147

Call to Order Mike Kocourek calls the January 8, 2018 BID Board Meeting was called to order at 8:00 a.m.

Roll Call Steve Monticello, Kevin Fleming, Roger Wolff, Mike Kocourek, Andrew Fritz, Sean Payne, Tessa August.

Also Present: Ald. John Halverson, Ed Svitak, City Administrator Blaine Oborn

Approval of minutes from the December 4th, Regular Business Improvement District meeting.

Motion to approve by Fleming. Second by August. No discussion. Motion carries unanimously.

Financials End of Year finances are distributed. Not sure we should approve finances that are not final. Continued to February meeting – as suggested by Roger and agreed upon by Mike. On balance sheet, there are 7000 of receivables from 2016. From 2017, we have \$193,000. We should have another \$7,000. Roger asks if we will ever see that. Walworth Co. has an amount on their books that there is X amount of dollars owed to the BID. The county used to pay us up front, but no longer do this.

City News Blaine Oborn provides an update. Brief mention of upcoming elections. Alderman Halverson commented that The Regional News is hosting a quorum for Mayoral candidates on January 25, 2018 at the Library. Oborn continues that the Tourism Commission is finalizing their contract with Visit Lake Geneva.

Wolff asks for more information on the Tourism Commission's financials. Oborn mentions that he will bring the latest financials to future BID meetings. Leech attends all Tourism Commission so it was requested that she provide updates at future BID meetings as well.

Oborn wraps up with a few final comments. The Planning Commission has started work on updating the rules for short term rentals. Free parking is in progress. Snow removal will continue the same as last year.

Visit Lake Geneva News Ed Svitak provides an update. Occupancy is down by .2%, ADR is up 1.6%. These numbers do not include New Year's Eve. Ed mentioned new board members and upcoming events/meetings. There are two vacant positions within Visit Lake Geneva – one Visitor's Center associate and an accounting position in the main office. The Visitor's Center will temporarily re-located to 875 W. Main from 2/12/18 – 5/15/18 while the original building is being renovated.

Connect Communities introduction day selection Confirmed for 9:00 a.m. on February 5 at Harbor Shores. Leech will send an invitation out to City Officials, Visit Lake Geneva and BID email lists.

Discussion/questions on 2018 letter as presented by Bridget Leech Table to February. Ed will use it as the impedance for his Regional News article.

BID Board President Selection City Administrator Oborn opens nominations for President position for BID district.

Wolff nominates Sean Payne for President, Monticello seconds the nomination. Fleming nominates Tessa August for the position of President. Wolff seconds the nomination. Any additional nominations? (asked

three times) Kocourek motions to close the nomination process. Fritz seconds the motion. No discussion. Motion carries unanimously.

Presidential nominees include Sean Payne and Tessa August.

BID Board Vice President Selection City Administrator Oborn opens nominations for Vice President position. Fleming nominates Sean Payne. Monticello seconds. Wolff nominates Tessa August. Fleming seconds the motion. Oborn asks for any additional nominations (asked three times). Monticello motions to close nominations for Vice President position. Kocourek seconds. No discussion. Motion carries unanimously.

Vice President nominees include Sean Payne and Tessa August.

Silent ballot votes are cast. Results below:

- Sean Payne will be the 2018 BID President
- Tessa August will be the 2018 Vice President

Wolff provides a thank you to Mike Kocourek who has led the group for 5 years.

Questions/Comments on Director's Report. No questions or discussion.

Other Business. Leech has accepted a position on the Lake Geneva Economic Development Corporation Board, representing retail.

Brief update of new businesses/moving businesses:

- The current owners of Longnails will be retiring from the nail business and opening a Thai restaurant in the old Tempura House space.
- Lake Geneva Antiques & Arts Bazaar is closing. C.R. Goodfinds will be moving into their space and vacating their current space in Fancy Fair Mall.
- Frank's opening: The City approved them opening months ago, but there is a State requirement of having a make-up air exhaust unit. This is a lengthy process. Should open March 1st.
- Dunkin' Donuts is planned to open near the Bowling Alley.
- Showboat has sold.
- Americuts is opening an organic products store next to their existing building.

The possibility of expanding the BID's boundaries was brought up by Wolff. Wolff moves to have Leech put in soft calls to 20 prospective BID members, moving north on Broad street and report back to the BID when appropriate. Fleming seconds the motion. No further discussion. Motion passes 5 to 2.

Set Next Meeting Date: Monday, February 5th

Adjourn Meeting adjourns at 910am