

**LAKE GENEVA BUSINESS IMPROVEMENT DISTRICT  
BOARD MEETING**

**Monday, February 4, 2019 – 8:00 a.m.**  
**Harbor Shores, Lighthouse Room**  
**300 Wrigley Drive, Lake Geneva, WI 53147**

**Call to Order** Payne calls the meeting to order at 8:03am

**Roll Call Present:** Tessa August, Steve Monticello, Andrew Fritz, Roger Wolff, Kevin Fleming, Sean Payne, Sean Levitt

**Also Present:** Mayor Tom Hartz, John Halverson, Lisa Aurand, Lisa Otto, Chief Rasmussen  
8:27am – Jen Lepkowski arrives at 8:27 a.m. and Jim Strauss arrives at 8:37 a.m.

**Approval of minutes from the January 7, 2019, Regular Business Improvement District meeting.** Fleming motions to approve the minutes. August seconds the motion. Motion carries unanimously.

**Financials** Levitt requests financials be presented in landscape format. Hartz follows up on back taxes question from last month. August motions to approve the financials. Fritz seconds the motion. Motion carries unanimously.

**City News and Mayor Hartz Update**

Mayor Hartz provides an update on the winter's snow plowing, done by DPW and addressed questions from the board.

Regarding the Riviera renovation, Hartz provided an update that the Badger Dance Team will be doing a flash mob at the Riviera to draw some attention to the renovation and public input process. There is a kiosk in front of the building where anyone from the public can share their ideas of what they would like to see in the Riviera and what memories they have of the space. The next step will be to engage the community where they are – going to churches, schools, senior centers, etc.

Mayor Hartz invited the BID Board to attend WCEDA's Three Driving Forces of Retail event. Leech asked each board member to also invite five of their neighboring businesses in an effort to expand the audience at the event.

Discussion took place about the moving of the Brick and Mortar house. Additionally, stores owned by Thomas and Kathy George are conducting surveys from their customers. Leech will work with the George's to see if I can have access these survey responses.

The group discussed the amount of traffic brought to town thanks to Ice Castles and how this has affected business. Additionally, overwhelmingly positive feedback is being heard from people who have been to the Ice Castles. Halverson and Hartz agree that they hope this encourages stores to make some changes and possibly stay open later.

Monticello asks what the City is going to allow with Spring coming up. Hartz answers noting that he is presenting a draft copy of how he thinks the ordinances should change. For example, he wants merchants to have control of the 32" in front of the store.

There are no challenges with Aldermanic seats in the upcoming election.

Wolff would like Hartz to consider creating an ad-hoc committee to look at parking. Hartz thinks the Roger Brooks sub-committees will want to bring this up.

Halverson provided an update that they are working on making permitting easier and reducing organizer costs for events. It is being proposed that there are no fees, but will be a security deposit. The City council should be in favor of great community events.

### **Visit Lake Geneva Update**

Lisa Aurand provides an update for Visit Lake Geneva. VLG just signed a new contract for five more years with Winter Fun. At Winterfest, this year, sculptors started day late due to weather. Wednesday and Thursday night events were lighter than years past years, but Saturday was a great day/busy day. Sunday was a very slow day. Overall, VLG was happy with the event.

Aurand comments on upcoming events and talks about the WCEDA Three Driving Forces of Retail. VLG is hosting a Business After Hours on 2/18 from 5pm – 8pm at Lake Geneva Country Meats and Oakfire.

**Roger Brooks Update** Leech provides the update that invitations have gone out to potential sub-committee members. Steering committee members need to do a follow up in the next week or so to get a response from everyone. The steering committee and all sub-committee members will meet in March.

### **Ice Rink and Ice Castles update**

Discussion on how merchants can help activate the ice rink took place. And additional discussion regarding Ice Castles traffic. Mike Cary maintains the Ice Rink and has heard many wonderful comments from the public. He will provide a document with many of these comments at the end of the season.

### **Questions on Vacancy Report**

Leech provides an update on the brewery and notes that Dan Schuld, the owner of the building has been through planning commission and has one more round to go before the brewery goes to Council for final approval. No further questions on vacancy report.

### **Discussion/Action on Leech attending Governor's Conference**

Wolff makes a motion to approve Leech to attend the Governor's Conference if so interested to include \$275 registration cost and necessary travel expenses. Levitt seconds the motion. Motion carries unanimously.

### **Questions/Comments on Director's Report**

Leech comments that she is still working with Dan Draper on the possibility of becoming a 501c3. Leech shares a positive note and willingness to help/get more involved from the owner of Frank's. Additionally, Leech comments that she is helping work on the possible addition of 4<sup>th</sup> of July Fireworks and a Downtown Wine Walk.

Hartz and Leech are working with Lana to get a regular report of what new business licenses are pulled so Leech can be sure to reach out to the new businesses, introduce herself and offer assistance.

### **Other Business**

Monticello departs at 9:18 a.m. Payne asks where the Baker House purchase is. Fritz comments that there is not signed offer yet. For now, the hotel is open and bar is open Fri and Sat nights. Restaurant closed for the season.

**Set Next Meeting Date: Monday, March 4, 2019** Confirmed at Harbor Shores

**Adjourn** Fleming motions to adjourn the meeting. August seconds the motion. Motion carries unanimously. Meeting adjourned at 9:20 a.m.