

LAKE GENEVA BUSINESS IMPROVEMENT DISTRICT

BOARD MEETING

Monday, March 4, 2019 – 8:00 a.m.

Harbor Shores, Lighthouse Room

300 Wrigley Drive, Lake Geneva, WI 53147

Call to Order Sean Payne calls the meeting to order at 8:02 a.m.

Roll Call. Present: Sean Payne, Tessa August, Kevin Fleming, Steve Monticello, Andrew Fritz, Sean Levitt, Bridget Leech. Absent: Roger Wolff.

Also present: Jen Lepkowski, Bruce Bennett, Marie Frederick, John Halverson, Sylvia, Lisa Aurand. Roger Wolf arrives at 8:08 a.m. and Jim Strauss arrives at 8:12 a.m.

Approval of minutes from the February 4, 2019, Regular Business Improvement District meeting Motion to approve the minutes made by Fleming. Second by Levitt. Motion carries 6 to 0.

Financials. August motions to approve the financials. Fleming seconds the motion. Motion carries 6 to 0.

City News and Mayor Hartz Update

Mayor Hartz provides an update on the following items

- The proposed Dunkin Donuts did not pass at Council. A number of issues arose that weren't presented at planning commission.
- Regarding the Riviera, the City is in the public engagement phase.
- Snow Removal is on the Public Works agenda on March 12th at 4:30 p.m.

Mayor Hartz asked if businesses have a way to gauge conversion rates – how many pedestrians are we converting to consumers? The BID will put together a request for these numbers.

Alderman Halverson comments that the proposed brewery passed through Council.

Visit Lake Geneva Update. Aurand provides the update. VLG is hosting the next business after hours at Avant on March 12th from 5-7. Aurand is working on updating partner to partner discount program. From an event standpoint, VLG is working on Restaurant Week, which will take place June 1 – 9.

The branding campaign has been finalized, with a tagline of “One of a Kind Unwind.” This will be publicly shared with partners once the new President is on board.

Roger Brooks Update Leech provides an update that March 12th will be the date of the sub-committee meeting where all groups will get together and start with focus on four small groups; merchants, property owners, residents and public sector. These groups will take points from the Roger Brooks presentation and use them as starting points for discussions. After the March 12th meeting, the steering committee will meet with the leaders of each sub-group at an April 16th meeting.

Ice Rink and Ice Castles update. The ice rink is closed and will be taken down bit by bit as soon as we are able (as ice melts). Ice Castles will close on March 9th and then demolition will begin. Future years are still being discussed. Monticello heard that they need to be open earlier in the day.

Questions on Vacancy Report No questions asked

Discussion/action on the creation of an Economic Development Committee Item being tabled until Roger

Wolff is present

Questions/Comments on Director's Report No questions asked

Other Business Leech mentioned the parking app and noted that you no longer need to know your space number, but simply park by zone.

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. Table until next meeting – Roger
Item being tabled until Roger Wolff is present.

Motion to return to open session pursuant to Wisconsin Statutes 19.85 (2) and take action on any items discussed in closed session.

Set Next Meeting Date: Monday, April 1, 2019 Next meeting confirmed for April 1, 2019

Adjourn Motion to adjourn made by Fleming. Second by Monticello. Meeting adjourned at 8:42 a.m.