

LAKE GENEVA BUSINESS IMPROVEMENT DISTRICT BOARD MEETING MINUTES

Monday, August 7, 2017 – 8:00 a.m.

Baker House

327 Wrigley Drive, Lake Geneva, WI 53147

Call to Order. Mike Kocourek called the meeting to order at 8:01 a.m.

Roll Call. Present: Mike Kocourek, Kevin Fleming, Roger Wolff, Andrew Fritz, Tessa August
Absent and Excused: Sean Payne
Also Present in the Audience: City Administrator Blaine Oborn, Tammie Carstensen, Police Chief Rasmussen, Colin Cummings

Approval of Minutes. Fleming motions to approve. Fritz seconds the motion. No discussion. Carries unanimously 6 to 0.

Financials. Discussion of the 2016 Audit. Fleming motions to approve the 2016 audit as present. Wolff seconds the motion. No further discussion. Passes unanimously 6 to 0.

Review of July 2017 financials and budget document presented by Kocourek to board. Budget document shows the forecasted amount for what we have to spend for the rest of 2017. Wolff motions to approve financials. August seconds the motion. No discussion. Carries unanimously 6 to 0.

City News. Executive Director Leech was asked by City Council to remind members of the BID that their employees can park in Lot I.
City Administrator Oborn discusses the Tourism Commission. Main points include that the RFP for tourism entity is due on 9/8/17. The Commission is developing a grant program and Oborn sees the BID as being eligible for this grant program.

The tentative date for the Annual Review of the BID Budget will be held on September 28th at 5:30pm.

Fleming asked Chief Rasmussen for an update on the cameras. Rasmussen reports that the cameras are up and running. They were able to see the flower destruction, but once the people rounded the corner, there were not more cameras to see what kind of car they got in to.
Rasmussen asked Miskie to do a proposal for the next few years of anything that might need to be paid.

Visit Lake Geneva News. With no one else present, Fleming asked Board Member Carstensen for an update. Visit Lake Geneva hired Ed Svitak to take Darien's position. His first day will be August 21, 2017. She also reported that Nan Elder has resigned and taken the Deputy Clerk position with the City.

Preliminary 2018 Budget Review. Tabled for future discussion at special meeting.

2018 Program of Work. Tabled for future discussion at special meeting.

Snow Removal. Bev Leonard reached out to members of the BID Board regarding her request to have the BID involved in helping with snow removal. BID board agrees that we don't need to be involved. The City does a good job. Wolf makes a motion that the BID will not get involved with snow removal. Fritz seconds the motion. Fleming requests that Leech have a discussion with the Streets Department to express the concerns of some downtown shop owners. No further discussion. Motion carries unanimously 6 to 0.

Lodging by the Lake. Leech asks BID Board how they'd like her to proceed with Lodging by the Lake. This item will be discussed further at the special budget workshop meeting to be held later in August. Final date TBD.

Director's Update

- a. Taste of Lake Geneva.** Leech asked for assistance from board members to help secure more participants and discussed possibly moving the date for this event in future years.
- b. Annual Downtown Summit.** This event is run by the Downtown Action Council. Leech to look into details of the Summit to decide if it is worthwhile to attend.
- c. Lake Geneva Marathon Bids.** Two quotes were presented. The discussion continued that we need at least four (4) quotes before considering hosting the Marathon again. Discussion regarding if anyone would be interested in simply licensing the race. No action taken. Item tabled for future meetings.
- d. Auxiliary Memberships.** Table this discussion until 2018 plan is approved.
- e. Pedestrian Study Overview.** Leech presented a summary report to the board and will continue to bring various pedestrian study reports to monthly board meetings.
- f. Moonlight Movies on the Beach.** Discussion of status of this permit for a potential movie on the beach, in partnership with The Geneva Theater.
- g. Trolley Discussion.** Leech was asked to bring this to the table, as a result of a discussion in a marketing committee meeting. Discussion regarding a trolley system to ensure resort guests had a way to get into downtown. No action was taken as hotels have their own existing shuttles to help get guests into downtown if necessary.

Other Business. Brief Oktoberfest update regarding the addition of a beer tent on Broad Street, pending Council approval. Leech will be meeting with a representative from the Wisconsin Economic Development Corporation to discuss possible inclusion in Connect Communities or the Main Street program.

Next Meeting Date: September 11, 2017

Adjourn. Motion to adjourn by Fleming at 9:38am. Fritz seconds the motion. Carries unanimously 6 to 0.

These are not official minutes until approved by the Business Improvement District Board of Directors.