

TOURISM COMMISSION

WEDNESDAY, DECEMBER 12, 2018 – 5:00PM

CONFERENCE ROOM 2A, CITY HALL

Committee Members: Chairperson, Tammie Carstensen, Vice-Chair, Andrew Fritz, Charlie Lorenzi, Brian Waspi
Alderpersons: Rich Hedlund, Shari Straube

Meeting call to order by Vice Chairman, Fritz at 5:01 pm

Roll Call: Vice-Chair, Fritz, Lorenzi, Waspi, Ald. Hedlund, Straube

Also Present: Mayor Hartz, Administrator, Nord, Sec./Assistant Clerk, Elder, M. Jackson/VLG, Leech/BID, Copsey/TC Rep.

Comments from the public limited to 5 minutes, limited to items on this agenda

None

Approval of the Tourism Commission minutes from November 14, 2018

Motion to approve the November 14, 2018 minutes by Hedlund, second by Lorenzi. Motion carried 5-0.

Introduction of new City Administrator

Dave Nord was introduced to the commission

Update from Tourism Entity (Visit Lake Geneva) on Promotional Activity, Calendar, and Hotel Performance

Michael Jackson presented increase in occupancy was 5.3% through October 31, 2018 and occupancy at 40.1% for November. He thanked the city for working with VLG staff on the Winterfest permitting for the 24th year. Don Berg and group coming to town in January and would like to meet with the Mayor to continue commitment of Winterfest for 5 more years. There was an increase in foot traffic at the Visitors Center, and the group was complimentary of the Christmas parade despite the weather.

Update from Lake Geneva Business Improvement District (BID) on Events and Activity

Holiday window voting competition in full swing will end this weekend, tentative ice rink fill date is 12/18/2018, upcoming Santa's workshop & reindeer dates shared. The BID has hired a new part-time 16 hours/week events & social media representative, Ashley Zittlow. Roger Brooks meeting on 12/14 to discuss next steps, and presentation available on VLG website.

Update from Stephanie Copsey (Independent Contractor for Tourism Commission) Promotional Activity

The use of Meet at the Lake has been approved for the Tourism Commission. She met with lodging venues and they're all on board. The Meet at the Lake website is to go live on 12/17/2018. Waspi and Fritz requested that Copsey share all User ID & passwords via a shared Google doc for newly developed websites/hosting, social media etc. Copsey indicated she will be working with the Streets of Lake Geneva for Tourism Commission social media posts.

Update Room Tax Dollars Collected, Financials, current Budget and Disbursements

Room Tax data, current budget and disbursements were shared.

Ice Castle representative to provide update

Representative wasn't available, but Leech provided an update.

Svitak AirBnB update

Waspi proposed considering contracting with AirBnB and there was much discussion around the topic. Waspi motioned to recommend pursuing a proposal from AirBnB to collect room tax, second by Fritz. Motion carried 5-0.

Discussion/Action on Tourism Promotion Grant Program and Requests:**Request to remove the 50/50 Match Grant Dollars for Horticultural Hall from the 2018 budget**

Motion by Hedlund to remove the 50/50 match grant dollars for Horticultural Hall from the 2018 budget, second by Lorenzi. Motion carried 5-0.

Agenda items and next meeting date January 16, 2018

- Copsey Marketing Budget
- Copsey Google Doc User ID & Passwords
- Meet at the Lake website presentation
- Update from Nord on Riviera Plans
- Ice Castle Sponsorship

Motion to adjourn Fritz, second by Waspi. Meeting adjourned at 6:31 pm. Motion carried 5-0.

12/14/2018 1:00 pm

cc: Tourism Commissioners, Mayor, Administrator, Media