



TOURISM COMMISSION
WEDNESDAY, FEBRUARY 12, 2020 – 4:00PM
CONFERENCE ROOM 2A, CITY HALL

AGENDA

Committee Members: Chairperson, Tammie Carstensen, Vice Chair, Brian Waspi, John Trione, Dana Trilla Alderpersons: Rich Hedlund, Shari Straube

1. Meeting call to order
2. Roll Call
3. Comments from the public limited to 5 minutes, limited to items on this agenda
4. Approval of the Tourism Commission minutes from January 08, 2020
5. Update from Stephanie Copsey (Independent Contractor for Tourism Commission) Meet at the Lake Promotional Activity
6. Update from Tourism Entity (Visit Lake Geneva) on Promotional Activity, Calendar, and Hotel Performance
7. Stephanie Klett to present 2019 VLG Scorecard
8. Update from Lake Geneva Business Improvement District (BID) on Events and Activity
9. Written financial update provided by Comptroller regarding Room Tax Dollars Collected, Financials, current Budget & Disbursements
10. Discussion/Action regarding way to measure success of events compared to traffic & room nights.
11. Status of State Sellers Permit – Administrator, Nord
12. Discussion/Action regarding the request to carry over 2019 awarded grant funds to 2020 for the Lake Geneva Fire Department/BID Tourism Event Trailer
13. Discussion/Action on Tourism Promotional Grant Program and Requests:
 - a. Lacrosse America Youth/High School: Lacrosse Tournament
 - b. Lake Geneva Regional News: Bacon Fest
14. Future meeting agenda items and next meeting date – March 11, 2020 at 4:00 pm
15. Adjourn

*This is a meeting of the Tourism Commission.
No official City Council action will be taken; however, a quorum of the Council may be present.*