

TOURISM COMMISSION MINUTES

WEDNESDAY, FEBRUARY 12, 2020 – 4:00PM

ROOM 2A, CITY HALL

Committee Members:

Meeting called to order by Chairman, Carstensen at 4:12 pm

Roll Call:

Chairperson, Tammie Carstensen, Vice-Chair, Brian Waspi, John Trione, Dana Trilla,
Excused Absent: Alderpersons: Rich Hedlund, Shari Straube

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

None

Approval of the Tourism Commission minutes from January 08, 2020

Motion to approve the January 08, 2020 Tourism Commission minutes by Vice Chair, Waspi, second by Trione. Motion carried 4-0.

Update from Stephanie Copsey (Independent Contractor for Tourism Commission) Meet at the Lake Promotional Activity

HelmsBriscoe is up and running! The Wedding Expo had over 350 attendees and Copsey directly booked two weddings at the Riviera from the event.

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

Winterfest was extremely successful with record attendance. VLG is moving LG Restaurant Week up this year and it will coincide with Women's Weekend. They're currently working on securing bands for Concerts in the Park, and shared the monthly report on marketing and sales for the area.

Stephanie Klett to present 2019 VLG Scorecard

Stephanie expressed appreciation to the Tourism Commission for the Winterfest grant funds, and she shared the many media stories that were generated during Winterfest along with the new scorecard brochure. Stephanie does an ongoing eight minute segment on the local radio station, and she's happy to promote anything the Tourism Commission would like as she's advocating for the Chamber of Commerce too. VLG is working with Northstar Research & Madden Media. They've learned that Lake Geneva's target audience is younger than what we think it is, and looking at ways to market to this demographic.

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

Cocoa Crawl was a huge success with 40 businesses and 1,200 people attending the event. Their next event is the Wine Walk on Mother's Day weekend.

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

Monthly numbers reported and Chairman, Carstensen also reported there are some changes coming regarding new Act 10 law in relation to room tax payments from Expedia, AirBnB vs. directly from hotels. She hopes to have more information at the next meeting.

Discussion/Action regarding way to measure success of events compared to traffic & room nights.

Chairperson Carstensen said she would recreate the questionnaire sheet and add it to the next meeting and suggested members share any other suggested questions with her via email.

Status of State Sellers Permit

Nord referenced Tammy's update regarding Act 10 and said he would bring more information to the commission as it's shared from local politicians and/or state representatives.

Discussion/Action regarding the request to carry over 2019 awarded grant funds to 2020 for the Lake Geneva Fire Department/BID Tourism Event Trailer.

Waspi motion to extend the 2019 grant awarded to the Fire Department, second by Trione. Motion carried 4-0.

Discussion/Action on Tourism Promotion Grant Program and Requests:

a. Lacrosse America Youth/H.S.: Lacrosse Tournament

Motion by Vice-Chair, Waspi to fund \$8,000 specifically requiring \$3,500 to further develop their phone app to include a splash page referencing Sponsored by the City of Lake Geneva (with the city logo), \$4,500 email marketing referencing Sponsored by the City of Lake Geneva (to include city logo), and/or graphic artist, second by Trione. Motion carried 4-0.

b. Lake Geneva Regional News: Bacon Fest

Motion by Trilla to grant \$10,000 in funding to the Lake Geneva Regional News for the online promotion marketing within a 100 mile radius of Lake Geneva, second by Trione. Motion carried 4-0.

Agenda items and next meeting date March 11, 2020 at 4:00 pm

Proposed Grant Evaluation Sheet from Chairperson Carstensen, Potentially creating a weighted scale for slower season months.

Trione motion to adjourn at 6:05 pm, second by Waspi. Motion carried 4-0.

02/13/2020 3:00 pm

cc: Tourism Commissioners, Mayor, Administrator, Media