



TOURISM COMMISSION
WEDNESDAY, JANUARY 08, 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 December 11, 2019
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. Update from Lake Geneva Business Improvement District (BID) on Events and Activity
8. Written financial update provided by Comptroller regarding Room Tax Dollars Collected, Financials, current Budget & Disbursements
9. Discussion/Update regarding status of Air BnB in Lake Geneva.
10. Discussion/Action regarding way to measure success of events compared to traffic & room nights.
11. Future meeting agenda items and next meeting date – February 11, 2020 at 4:00 pm
12. 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.*