

**TOURISM COMMISSION MINUTES
WEDNESDAY, JANUARY 08, 2020 – 4:00PM
CONFERENCE ROOM 2A, CITY HALL**

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

Meeting call to order at 4:05 pm

Roll Call: Present, Chairperson, Tammie Carstensen, Vice Chair, Brian Waspi, , Dana Trilla, Ald. Shari Straube

Absent: John Trione, Rich Hedlund

Also Present: Administrator, Nord, Asst. Clerk, Elder

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

None

Approval of the Tourism Commission minutes from December 11, 2019

Waspi motioned to approve the December 11, 2019 Tourism Commission minutes, second by Straube. Motion carried 4-0.

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

Reviewed the MATL website updates, and she stated she has many upcoming tours of the Riviera

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

Shared update on monthly stats

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

The BID has hired two new part-time people to replace the full-time position.

Written financial update provided by Comptroller regarding Room Tax Dollars Collected, Financials, current Budget & Disbursements

Reviewed financial documents and grant disbursements

Discussion/Update regarding status of Air BnB in Lake Geneva.

Commission believes there are more and asked Administrator to check on State Sellers Permit for AirBnB

Discussion/Action regarding way to measure success of events compared to traffic & room nights. Deanna will send grant example with the commission to review/discuss at Feb. meeting

Future meeting agenda items and next meeting date – February 11, 2020 at 4:00 pm

Stephanie Klett to present 2019 VLG Scorecard

Status of State Sellers Permit – Dave

Review Grant Evaluation Questions

Ald. Straube motion to adjourn at 5:30 pm, second by Trialla. Motion carried 4-0.

*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.*