



**TOURISM COMMISSION
WEDNESDAY, JULY 8, 2020 – 4:00PM**

**CITY HALL, COUNCIL CHAMBERS
THE CITY OF LAKE GENEVA IS HOLDING MEETINGS VIRTUALLY WITH LIMITED
CAPACITY IN COUNCIL CHAMBERS TO COMPLY WITH SOCIAL DISTANCING DUE TO
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AGENDA

Committee Members: Chairperson, (to be elected), Vice Chair, (to be elected), Secretary (to be elected), Brian Waspi, Dana Trilla, Zakia Pirzada, & Linda Moritz
Alderpersons: Rich Hedlund, Mary Jo Fessenmaier

- 1) Call meeting to order by Alderperson Hedlund
- 2) Roll Call
- 3) Election of Tourism Commission Officers (assume positions immediately after election).
 - a) Chair
 - b) Vice Chair
 - c) Secretary / Recorder
- 4) Comments from the public limited to 5 minutes, limited to items on this agenda
- 5) Approval of the Tourism Commission minutes from March 11, 2020
- 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/Action on Tourism Promotional Grant Program and Requests:
 - a.) Geneva Lake Museum grant request for extension to date TBD
 - b.) Regional News Bacon Fest grant request for extension to 2021
 - c.) “Art in the Park” affirmation of grant previously awarded for 2020
 - d.) Guidelines for future grant applications
 - e.) Status of previously awarded tourism grants
 - f.) Geneva Lake Astrophysics and Steam (GLAS) grant request for “Geneva Lake Star Parties 2020”
- 10) Discussion of Tourism Entity Agreement between Visit Lake Geneva and the City of Lake Geneva
- 11) Future meeting agenda items (Tentative next meeting date Wednesday, August 12, 2020, 4pm)
- 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.*

7/6/2020 12:00 pm

cc: Tourism Commissioners, Mayor, Administrator