

TOURISM COMMISSION

WEDNESDAY, JULY 10, 2019 – 4:00PM

ROOM 2A, CITY HALL

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

Meeting call to order at 4:00 pm

Roll Call:

Present: Chairperson, Tammie Carstensen, Vice Chair, Brian Waspi, John Trione, Ald. Hedlund, Ald. Straube

Absent: Dana Trilla

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

Charlene Klein, 817 Wisconsin, spoke in favor of item #10 the Tuk vehicles, and she has experience with these in Naperville, IL and they're well received.

Approval of the Tourism Commission minutes from June 12, 2019

Motion by Ald. Hedlund to approve the June 12, 2019 Tourism minutes, second by Waspi. Motion carried 5-0.

Motion by Ald. Hedlund to suspend the rules and bring item 7 to item 5, second by Straube. Motion carried 5-0. Copsy showed a draft of the Meet at the Lake Guide and asked for input. Committee recommended adding a page for seasonal/festivals and vacation rentals to promote. Copsy also provided a marketing & sales report.

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

Smolarek introduced Deanna, VLG's new Marketing Director. The STR report was shared showing it was down 1.6%, ADR down .07%, Rev Par down 2.2% for May. The RFP's that came in were shared along with publications VLG is advertising in for August and a quick event update. VLG Annual Dinner, will be on Oct. 17 at the Grand Geneva. VLG & WLKG are doing a 52 week promotion to promote one attraction each week. Waspi requested social media numbers to also be part of the VLG monthly report, and also recommended providing a quarterly report.

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

Kevin Fleming shared that Movies on the Beach will feature Goonies tonight starting at 6:00 pm. Wine Walk was a fundraiser for Side by Side that raised significant funding for the non-profit. Motion Loft is a service the BID provides showcasing walk by traffic that's very helpful.

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

The reports were shared and the committee requested the Comptroller attend the next Tourism meeting.

Discussion/Action regarding Riviera plans & funding

Next Piers meeting MSI will be at that meeting with a goal to have the new roof selected and installed between Feb. – Apr. 2020. The RFP's for the lead and seawall foundation at the Riviera were approved at the council on Monday night.

Discussion/Action on Tourism Promotion Grant Program and Requests:

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- Cruzin Tuks (Mobility Pilot) – presented as a free experience in LG working with the hotels.

Motion by Waspi to suspend the rules and to ask questions of Sylvia Mullally, second by Straube. Motion carried 5-0.

Motion by Ald. Hedlund to deny the grant request. Motion not second and failed

Motion by Ald. Waspi suspend the rules to allow Kevin Fleming to speak, second by Ald. Strauble. Motion carried unanimously.

Trione motion to provide cooperative advertising \$5,000, second by Waspi. Motion carried 5-0.

- Wedding Show. – citywide bridal show held at the Riviera in January where bride has a passport to stop in participating locations.

Motion by Hedlund to approve the \$10,000 for advertising of a bridal show, second by Straube. Motion carried 5-0.

Agenda items and next meeting date August 14, 2019 at 4:00 pm

Have Karen Hall as Item #5

Adjourn

Ald. Waspi motion to adjourn at 6:00 pm, second by Trione. Motion carried 5-0.

07/12/2019 10:00 am

cc: Tourism Commissioners, Mayor, Administrator