

TOURISM COMMISSION MINUTES

WEDNESDAY, JUNE 12, 2019 – 4:00PM

ROOM 2A, CITY HALL

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

Meeting call to order 4:00 pm

Roll Call: Carstensen, Waspi, Trione, Trilla, Ald. Hedlund, & Straube

Also Present: Administrator, Nord & Asst. City Clerk, Elder, VLG, Smolarek

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

Motion by Ald. Hedlund to move item 7 up by Hedlund, second by Waspi. Motion carried unanimously.

Keven Flemming spoke on behalf of the BID report. The Wine Walk event went well, tonight's Movie on the Beach has been moved to the theater due to rain, and the City Council passed 32 inches in-front of storefront businesses. Kevin didn't have the official report, but said that foot traffic was down in May i.e. 11,000 people last year on Memorial Day and this year it was 6,000 and believe it was weather related.

Approval of the Tourism Commission minutes from May 08, 2019

Motion by Waspi to edit last month's minutes to reflect the increased funding for the GLAS and approve, second by Straube. Motion carried unanimously.

Update on Awarded Tourism Grants Press Release from Chairman Carstensen & welcome new Tourism Commission Members, Dana Trilla & John Trione

Chairman Carstensen welcomed the new Tourism Commission members, and we'll be sending the press release that was in the packet so general public is aware of what the commission does.

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

Susan Smolarek shared the hotel report that has what was sourced from VLG. Starting Concerts in the Park tomorrow, and they had good media coverage for LG Restaurant Week and they're tallying votes for the charity check. VLG also hired a Marketing Director with 25 year's experience and it will be announce on Friday. VLG sponsor of Amerivespa purchased the street banners which are on display. Waspi questioned social media statistics and Tammie said once the marketing director is hired, better statistics will be available as the last year's stats are not accurate and should not be used in comparison to this year. Waspi has a document he created to look at on social media to see how social media is trending and he'll be meeting with Jen at VLG to review.

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

Kevin Flemming presented in the comments section.

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

Stephanie was unable to attend the meeting, and she's taken over temporary work on the Riviera until September. She's had eight to ten tours of the Riviera a week, all contracts for catering vendors are now in place, she has also confirmed five contracts with several bookings waiting for contracts. Showed the updated Riviera webpage on the CityofLakeGeneva website featuring the

new Riviera virtual tour, pictures, and wedding video. Stephanie will have the marketing budget update ready to present in July.

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

Group review the financials presented and Waspi asked to replace Lodging by the Lake with Meet at Lake Geneva in the grant recording section. Total unused funds \$165,902.43.

Discussion/Action regarding Riviera plans & funding

Alderman Doug Skates indicated that the Piers, & Lakefront Committee have been reaching out for input starting at Winterfest, online surveys, in person meetings, and staff input. He stated he will provide the report he has from MSI which will outline costs for various repairs to include the roof which cost is based on the materials used. Estimating total cost between 2 to 5 million.

Tammie asked what the intent or plan is to fund the Riviera moving forward, and Administrator Nord stated the goal would be for the Riviera to be self-funded. Waspi stated there's some confusion on flow of funding to municipality, development, and grants. Ald. Straube shared that she thinks it's a logical step for the city to ask the Tourism Commission to help fund the Riviera. Ald. Skates is aiming for August to obtain RFP's and September for contractor to be selected.

Discussion/Action on Tourism Promotion Grant Program and Requests:

- No grants submitted for this month

GLAS Star Party first event went well, but would like to see attendance increase. Next event is on June 27 with a theme of Black Holes, July 25th - 50th Anniversary of the Apollo Landing, and the August 29th is on new generation of space travel.

Agenda items and next meeting date July 10, 2019 at 4:00 pm

Stephanie Copsey to provide update (analytics & marketing budget)

Adjourn

Ald. Hedlund motioned to adjourn at 5:00 pm, second by Carstensen. Motion carried unanimously.

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.