



TOURISM COMMISSION
WEDNESDAY, MARCH 11, 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 called 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 February 12, 2020
- 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/Action proposed event evaluation to be included in grant guidelines
- 10) Discussion renewal of Tourism Agreement with VISIT Lake Geneva
- 11) Discussion/Action on Tourism Promotional Grant Program and Requests:
 - a.) Geneva Lake Art Association: Art Fair
 - b.) Grand Mission Special Olympics Fundraiser
- 12) Future meeting agenda items and next meeting date – April 8, 2020 at 4:00 pm
- 13) 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.*