

**TOURISM COMMISSION MINUTES
WEDNESDAY, MARCH 11, 2020 – 4:00PM
CONFERENCE ROOM 2A, CITY HALL**

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

Meeting called to order 4:00 p.m.

Roll Call: Chairperson, Carstensen, Vice Chair, Waspi, John Trione, Dana Trilla
Ald. Hedlund, Excused Absent: Ald. Straube

Comments from the public limited to 5 minutes, limited to items on this agenda
None

Approval of the Tourism Commission minutes from February 12, 2020

Ald. Hedlund motioned to approve the February 12, 2020 minutes, second by Waspi. Motion carried 5-0.

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

Copsey was absent due to illness, but the DRAFT MATL brochure was distributed to the group.

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

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

Cocoa Crawl was very successful and they're seeing good engagement for the upcoming Wine Walk. Upcoming ½ Marathon for Saturday, July 11th with the BID. BID will submit the marketing grant next month.

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

Waspi noted that error in Copsey Line Item s/b available funding really \$110K

Discussion/Action proposed event evaluation to be included in grant guidelines

Motion by Trione to make changes as noted, second by Waspi. Motion carried 5-0.

Move Item #4 add to the grant forms are you considering applying for a grant next year.

Discussion renewal of Tourism Agreement with VISIT Lake Geneva

Chairman Carstensen distributed the current contract with Destination Marketing Organization, VISIT Lake Geneva for review and made some suggestions

Ald. Straube arrived at 4:45 pm

Discussion/Action on Tourism Promotional Grant Program and Requests:

Geneva Lake Art Association: Art Fair

Motion by Waspi to approve the \$10,000 for GLAA, second by Hedlund. Motion carried 6-0.

Grand Mission Special Olympics Fundraiser

Will come back next month with an updated grant request.

Future meeting agenda items and next meeting date – April 8, 2020 at 4:00 pm

Trione motion to adjourn, second by Trilla. Motion carried 6-0.

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.