



**TOURISM COMMISSION**  
**WEDNESDAY, MARCH 13, 2019 – 5:00PM**  
**ROOM 2A, CITY HALL**

**AGENDA**

**Committee Members:** Chairperson, Tammie Carstensen, Vice-Chair, Andrew Fritz, Charlie Lorenzi, Brian Waspi Alderpersons: Rich Hedlund, Shari Straube

1. Meeting call to order by Chairman, Carstensen
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 January 16, 2019
5. Update from Tourism Entity (Visit Lake Geneva) on Promotional Activity, Calendar, and Hotel Performance
6. Update from Lake Geneva Business Improvement District (BID) on Events and Activity
7. Update from Stephanie Copsey (Independent Contractor for Tourism Commission) Promotional Activity & Meet at the Lake Website
8. Update Room Tax Dollars Collected, Financials, current Budget & Disbursements
9. Update on Riviera Plans
10. Update on Short Term Rental & Airbnb
11. Discussion/Action on Tourism Promotion Grant Program and Requests:
  - a. Revised Marketing Budget MTL
  - b. Lake Geneva Wine Walk -- Streets of Lake Geneva
  - c. Lake Geneva Attractions
  - d. 4th of July Fireworks - Sons of American Legion
  - e. Guided Shore Path Tour
12. Agenda items and next meeting date April 10, 2019
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.*