

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

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

Meeting call to order by Chairman, Carstensen

Roll Call: Carstensen, Lorenzi, Ald. Hedlund, Straube

Absent: Waspi **Also Present:** Administrator Nord, Assistant City Clerk, Elder Fritz participated by phone

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

None

Approval of the Tourism Commission minutes from January 16, 2019

Motion by Hedlund to approve the January 16, 2019 minutes, second by Lorenzi. Motion carried 4-0.

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

Alyssa Delloro from VISIT Lake Geneva shared the current marketing report which included Feb. KPI report for website and social media. STR report was not presented.

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

BID hosting a new Wine Walk to be held on Mother's Day, May 12. Ice Castle has interest in creating semi-permanent home here with multi-year contract. Would like to keep them inside the city limits as they've been approached by outside location. Location discussions are still up in the air.

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

New www.meetatthelake.com website was shared with the group along with a revised marketing proposal. Stephanie working with City Administrator to determine where Cvent leads are going to as she needs to get the account listing and email updated. Stephanie believes the current account holder will need to go in to change the accessibility settings.

Update Room Tax Dollars Collected, Financials, current Budget & Disbursements

Administrator, Nord shared the Finance Balance Sheet from the Comptroller and said this will be the finance tracking sheet used for the commission as that's proper procedure. The Comptroller, Karen offered to come to another meeting to go over the finances.

Update on Riviera Plans

Still in the public input phase and will continue until April 1, 2019 for wrap-up.

Update on Short Term Rental & Airbnb

City has done the research and there are only 10 that fit the criteria and we have Tourist Rooming House contracts already in place with them. Commission agreed that they would like to visit the topic annually.

Discussion/Action on Tourism Promotion Grant Program and Requests:

2018 Grant Requests

Revised Marketing Budget MTL

This item was tabled until the Committee Chair talks to the City Attorney, Draper.

Lake Geneva Wine Walk -- Streets of Lake Geneva

Motion by Lorenzi to give Streets of Lake Geneva \$350.00 for their new Wine Walk event, second by Lorenzi. Motion carried 4-0.

Lake Geneva Attractions

Motion by Lorenzi to give Lake Geneva Attractions \$4,000.00, second by Hedlund. Motion carried 4-0.

4th of July Fireworks - Sons of American Legion

Motion by Hedlund to fund \$3,425, second by Struabe. Motion carried 4-0.

Guided Shore Path Tour

Motion by Hedlund to fund \$3,000 for the guided shore path tour marketing and program structure, second by Lorenzi. Motion carried 4-0.

Next meeting date April 10, 2019 at 4:00 pm (note, moving meeting up an hour)

Items for Next Tourism Commission Meeting

Can we change the time of the Tourism Commission based on structure?

Donation to the Riviera Restoration Project

Motion to adjourn by Hedlund at 7:15 pm, second by Straube. Motion carried 4-0.

3/18/2019 4:00 pm

cc: Tourism Commissioners, Mayor, Administrator, Media