

TOURISM COMMISSION MINUTES **REVISED**

WEDNESDAY, MAY 08, 2019 – 4:00PM

ROOM 2A, CITY HALL

Committee Members: Chairperson, Tammie Carstensen, Brian Waspi, John Trione,
Alderspersons: Rich Hedlund, Shari Straube Also Present: Administrator, Nord & Asst. Clerk, Elder

Meeting call to order 4:03 pm

Roll Call: Carstensen, Waspi, Trione,

Absent: Hedlund,

Ald. Straube joined the meeting at 4:17 pm

Motion by Waspi for Carstensen as Chairperson, second by Trione. Motion carried 3-0.

Motion by Carstensen for Brian Waspi as Vice Chairperson, second by Trione. Motion carried 3-0.

Motion by Carstensen for Elder to continue as Secretary, second by Waspi. Motion carried 3-0.

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

None

Approval of the Tourism Commission minutes from April 10, 2019

Motion to approve the April 10, 2019 minutes, second by Trione. Motion carried 3-0.

Update from Tourism Entity (Visit Lake Geneva) on Promotional Activity, Calendar, and Hotel Performance. Representative from VLG, Susan Smolarek presented on various activities and press for VISIT Lake Geneva. Waspi had suggested coordinating a meeting to identify the information that the Commission would like to have available on a monthly basis.

Update from Bridget Leech Lake Geneva Business Improvement District (BID) on Events and Activity Presented upcoming events for the BID, update on Roger Brooks, April was up 17% on foot traffic / -56 off YTD, and shared vacancy report.

Update from Stephanie Copsy (Independent Contractor for Tourism Commission) Meet at the Lake Promotional Activity presented on HelmsBriscoe partner program letters went out with May 30th due date. Riviera Cvent listing is up to date and she's working on a catalog. DRAFT copy will be presented next month. Potential of DNC meeting for VRBO to bring more groups, but need additional spaces. Admin Nord said February thru April 2020 potential for fixing roof of the Riviera with more information to come. Carstensen asked that Susan & Stephanie coordinate and align around a plan for how to sell/book for the DNC. She also proposed coordinating a quarterly mixer and potential to collaborate with Susan at VLG. Waspi asked how the MaTL website is tracking and Copsy said performance hasn't been good. Marketing budget is in flux and will bring plan together in the next month or two.

Update from City Administrator Nord on Room Tax Dollars Collected, Financials, current Budget & Disbursements

Admin Nord reference the report numbers, grant status and current room tax numbers & budget.

Discussion/Action regarding Riviera plans & funding

Admin Nord attended MSI meeting and information will be shared in the coming months. Ald. Skates said he wants to finalize the plans. Ald. Hedlund via phone called and asked Admin Nord to put Riviera on agenda for June 2019.

Discussion/Action on Tourism Promotion Grant Program and Requests:

GLAS

Request by Waspi at 6/12/2019 Tourism Commission meeting to revise motion by Waspi to increase the GLAS STAR Parties original grant request to \$4,386, second by Carstensen. Motion carried 4-0.

SO Creative Club

Commission agreed no motion was needed to maintain approval as originally stated grant application and understand based on circumstance will not include walking tours.

Event Trailer Lake Geneva Fire Trailer

Motion by Trione to fund trailer & delivery not to exceed \$13,000, second by Straube. Motion carried 4-0.

Fireworks

Funding for \$3,425 being given back as they couldn't raise the needed funding. Commission suggested coming back for matching funds in 2020. No action taken.

Motion to go into Closed Session pursuant to Wis. Stat. 19.85(1)(c) considering employment, promotion, compensation or performance evaluation data of any public employee over which the governmental body has jurisdiction or exercises responsibility regarding: independent contractor for the Tourism Commission compensation.

Motion by Waspi to go into closed session, second by Struabe. Motion carried 4-0.

Motion by Carstensen to come out of closed session with agreed upon decision, second by Waspi. Motion carried 4-0.

Motion to proceed as discussed in closed session, second by Straube. Motion carried 4-0.

Agenda items and next meeting date June 12, 2019 at 4:00 pm

Analytics Meet at the Lake

Doug Skates attend meeting

Rivera Roof Funding potential

Motion to adjourn by Trione at 6:10 pm, second by Straube. Motion carried 4-0.

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.