

TOURISM COMMISSION

WEDNESDAY, NOVEMBER 14, 2018 – 5:00PM

CONFERENCE ROOM 2A, CITY HALL

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

Meeting call to order by Chairperson Carstensen at 5:02 pm

Roll Call: Carstensen, Fritz, Waspi, Lorenzi, Straube, Hedlund

Also Present: VLG Representative, Svitak, BID Representative, Leech, TC Representative, Copsey, Asst. Clerk, Elder

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

None

Approval of the Tourism Commission minutes from October 10, 2018

Fritz motion to approve the October 10, 2018 minutes, second by Lorenzi. Motion carried 6-0.

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

RevPAR and Occupancy down for September. Svitak shared the performance of new Fright's & Fun Festival and website reporting numbers vary with launch of new site. Sales activity from included in report. Carstensen asked if Stephanie Copsey could be included in Trade Shows with VLG Sales Manager, and Svitak said he will discuss with the VLG Board.

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

Decorating of windows and free gift wrapping back again this year. Stores will be handing out Small Business Saturday collateral on November 24th. Roger Brooks coming to provide results from his city assessment on Nov. 30 at the Riviera 8:00 am to 10:30 am. Ice Rink coming along and plan to be open December to end of January. Goal for Ice Castle opening day is December 26 and ticket sales will be online (tickets available for purchase 7-10 days prior to opening day - times 11:00 am to 10:00 pm during the week and to 11:00 pm on weekends). Online \$19, walk-up \$25 (walk-up tickets not guaranteed). Expect 1,000 to 3,000 people with 30 to 40 minute duration to go through the Ice Castle. Svitak suggested having Ice Castle representative to attend next month's Tourism meeting to provide an update.

**Update from Stephanie Copsey (Independent Contractor for Tourism Commission)
Promotional Activity**

Shared new advertisement she created for Meet at the Lake, and toured properties that have meeting rooms and meeting space. She's also put together materials she plans to use for RFP's might change the title based on feedback during the meeting. Tammie contacting Lake Lawn regarding marketing use of Meet at the Lake.

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

September numbers were down, and YTD is on track to beat projections. New updates to the spreadsheet by Brian Waspi to show monthly tracking of grant financials to include payments.

Discussion/Action on Tourism Promotion Grant Program and Requests:

Internet at the Riviera “beachpass” is the wifi password

Waspi interested in learning how much bandwidth and was advised to contact Jeff Minske at the City.

Discussion/Recommendation to approve new Grant Application and Guidelines

Recommendation to place request for Tourism Grant receipts to be turned in 45 days from the date of event, and all new grant applicants will need to anticipate explaining their estimate for overnight stays. City of Lake Geneva logo placed on marketing event/initiative materials and expects to see mock-ups of marketing materials before the proposed event. Fritz motion to make changes to the Grant Application and Guidelines, second by Hedlund. Motion carried 5-0.

Agenda items and next meeting date December 12, 2018 (Tammie will be absent in December - January meeting date proposed to move to 1/16/2019) Andrew Fritz, will lead the December meeting. Bridget to ask Ice Castle representative to provide update, Svitak AirBnB update, Administrator introduction.

Motion to adjourn by Waspi at 6:25 pm, second by Hedlund. Motion carried 5-0.

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.