



**LAKE GENEVA BUSINESS IMPROVEMENT DISTRICT  
BOARD MEETING**

**Monday, November 11, 2019 – 8:00 a.m.  
Harbor Shores, Lighthouse Room  
300 Wrigley Drive, Lake Geneva, WI 53147**

1. **Call to Order**
2. **Roll Call**
3. **Comments from the public as allowed by Wis. Stats. §19.84(2)**, limited to items on this agenda except for public hearing items. Comments will be limited to 5 minutes.
4. **Approval of Minutes**
5. **Acknowledgement of Correspondence**
6. **Approval of Financials**
7. **City News and Mayor Hartz Update**
8. **Visit Lake Geneva Update**
9. **Strategic plan presentation**
10. **Parking Discussion**
11. **Discussion/Action on appointing a replacement for the BID seat** on Visit Lake Geneva Board and Lake Geneva Economic Development Board
12. **Discussion/Action on board structure/board member's area of responsibility**
13. **Discussion/Action on vacant position with the Business Improvement District**
14. **Questions on vacancy report**
15. **Other Business**
16. **Set Next Meeting Date:** Monday, December 2, 2019
17. **Adjourn**

**LAKE GENEVA BUSINESS IMPROVEMENT DISTRICT  
BOARD MEETING**

**Monday, October 7, 2019 – 8:00 a.m.**

**Harbor Shores, Lighthouse Room**

**300 Wrigley Drive, Lake Geneva, WI 53147**

**Call to Order** Payne calls the meeting to order 8:03am

**Roll Call**

Present: Sean Payne, Tessa August, Sean Levitt, Steve Monticello, Roger Wolf

Absent and excused: Kevin Fleming, Jordan Innis

Also Present: Bruce Bennett, John Halverson, Deanna Goodwin, Roger Wolff, Lisa Otto, Jen Schligden, Dave Nord, Dimitri Anagnos

**Comments from the public as allowed by Wis. Stats. §19.84(2)**, limited to items on this agenda except for public hearing items. Comments will be limited to 5 minutes. No comments.

**Approval of minutes** from the September 9, 2019, Regular Business Improvement District meeting. August makes a motion to approve the minutes. Wolf seconds the motion. No discussion. Motion carries unanimously.

**Approval of Financials** Discussion of budget presentation. Monticello makes motion to approve the financials. August seconds. No further discussion. Motion carries unanimously.

**City News and Mayor Hartz Update** Halverson provides an update noting that Hilmoor and budgets are taking up a lot of time currently. Additionally, he notes there are public input meetings for people to provide their input on the Comprehensive Plan.

Nord adds a comment about the banner pole program noting that the City Attorney's opinion is that the banners are a City ordinance and the responsibility of the City at this time.

**Visit Lake Geneva Update** Deanna Goodwin provides an update. She notes upcoming events and marketing numbers. Events include the following: a partner meeting on 10/9, a multi-chamber networking event at Fairgrounds on 10/9, the awards dinner on 10/17 and a ribbon cutting at the Fairfield 10/23. She notes that Winterfest will be shortened and won't start until the Wednesday that the snow sculptors arrive. Deanna notes that Modern Luxury will be doing an article on downtown shopping.

There is a Geiger (PR Company) Tour currently happening through Wednesday. Fifteen journalists, representing over 60 publications. They are staying at the Ridge, the Abbey and Lake Lawn. Their opening dinner is at the Hunt Club, they're doing a boat tour, lunch at Popeyes and Oakfire. Small groups – Black Point, museum, Canopy Tours, Lake Shore Path, coffee at Avant. None of these writers have been to Lake Geneva (and some never even to Wisconsin) before.

**Discussion/Action of weekly Maxwell Street Days** Payne makes a motion to suspend the rules to allow for the public to speak/allow for input. Monticello seconds the motion. Motion carries unanimously. The BID Board asked for the input from the downtown business owners in attendance to give us their input. Roger Wolff (Jayne) says it's not necessary and it dilutes the concept. For

retailers, it's the end of the season thing; to help get through merchandise. On a regular basis, they would never have enough product to put out. Bruce Bennett (Cornerstone) agrees with Roger Wolff. Dimitri Anagnos comments that perhaps we do it one other time in the Spring to get rid of winter stock. The board agreed that this is an idea we can continue discussions on.

**Oktoberfest Update** Leech provides an update about the upcoming event – she notes sponsors, the new layout of the event, entertainment lineup, staff/volunteer opportunities.

**Discussion/Action on board structure/board members' area of responsibility** Wolff comments that we could consider changing the structure of our board. In his opinion, we currently act like a committee of the whole. He mentioned the idea of possibly breaking down the 6 or 7 strategic things we do as a board and then having one board member take on that area of responsibility.

Payne is interested in coming to another meeting that runs the way Roger is talking about to see how it works. Wolff will invite Payne to one of these meetings. The Board agreed to discuss this idea further at the November board meeting.

**Questions on Vacancy Report** Leech noted that she met with a few businesses interested in opening second locations in Lake Geneva – one distillery and a baby clothing store. Additionally, it was noted that there is a vacancy in the lower level of the Riviera for the 2020 season. It is a year to year lease and is 274 sq. ft.

**Other Business** None

**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: Executive director contract

Payne makes the motion to go into closed session. Levitt seconds the motion. Closed session begins at 8:46 a.m.

**Motion to return to open session pursuant to Wisconsin Statutes 19.85 (2)** and take action on any items discussed in closed session. Payne makes the motion to return to open session. Monticello seconds the motion.

Present: Sean Payne, Tessa August, Sean Levitt, Steve Monticello, Roger Wolf  
No action taken.

**Set Next Meeting Date:** Monday, November 4, 2019 Meeting will move to November 11<sup>th</sup> due to Leech being at a conference on November 4<sup>th</sup>.

**Adjourn** Payne makes them motion to adjourn. Monticello seconds the motion. Meeting is adjourned at 9:10am.

## City of Lake Geneva Business Improvement District

11/05/19

## Check Detail

October 1 through November 5, 2019

Type	Num	Date	Name	Account	Paid Amount	Original Amount
<b>Bill Pmt -Check</b>	<b>2130</b>	<b>10/09/19</b>	<b>Arena Americas</b>	<b>11000 · Town Bank...</b>		<b>-3,487.00</b>
Bill	50670-4	10/08/19		56009 · Oktoberfest	-3,487.00	3,487.00
TOTAL					-3,487.00	3,487.00
<b>Bill Pmt -Check</b>	<b>2131</b>	<b>10/09/19</b>	<b>CASH</b>	<b>11000 · Town Bank...</b>		<b>-6,000.00</b>
Bill	Oktob...	10/08/19		10000 · BID Change...	-6,000.00	6,000.00
TOTAL					-6,000.00	6,000.00
<b>Bill Pmt -Check</b>	<b>2132</b>	<b>10/09/19</b>	<b>US Postal Service</b>	<b>11000 · Town Bank...</b>		<b>-106.00</b>
Bill		10/08/19		56015 · Office Suppl...	-106.00	106.00
TOTAL					-106.00	106.00
<b>Bill Pmt -Check</b>	<b>2133</b>	<b>10/11/19</b>	<b>Cole Brandt</b>	<b>11000 · Town Bank...</b>		<b>-150.00</b>
Bill	Oktob...	10/11/19		56009 · Oktoberfest	-150.00	150.00
TOTAL					-150.00	150.00
<b>Bill Pmt -Check</b>	<b>2134</b>	<b>10/11/19</b>	<b>Dori Davis-Beck</b>	<b>11000 · Town Bank...</b>		<b>-75.00</b>
Bill	243	10/11/19		56009 · Oktoberfest	-75.00	75.00
TOTAL					-75.00	75.00
<b>Bill Pmt -Check</b>	<b>2135</b>	<b>10/11/19</b>	<b>Ed Wagner</b>	<b>11000 · Town Bank...</b>		<b>-1,600.00</b>
Bill	Oktob...	10/11/19		56009 · Oktoberfest	-1,600.00	1,600.00
TOTAL					-1,600.00	1,600.00
<b>Bill Pmt -Check</b>	<b>2136</b>	<b>10/11/19</b>	<b>Intents Inflatables</b>	<b>11000 · Town Bank...</b>		<b>-937.50</b>
Bill	5028149	10/11/19		56009 · Oktoberfest	-937.50	937.50
TOTAL					-937.50	937.50
<b>Bill Pmt -Check</b>	<b>2137</b>	<b>10/11/19</b>	<b>Melissa Weishaar</b>	<b>11000 · Town Bank...</b>		<b>-400.00</b>
Bill	133	10/11/19		56009 · Oktoberfest	-400.00	400.00
TOTAL					-400.00	400.00
<b>Bill Pmt -Check</b>	<b>2138</b>	<b>10/11/19</b>	<b>Patch 22</b>	<b>11000 · Town Bank...</b>		<b>-2,000.00</b>
Bill	OKTO...	10/11/19		56009 · Oktoberfest	-2,000.00	2,000.00
TOTAL					-2,000.00	2,000.00
<b>Bill Pmt -Check</b>	<b>2139</b>	<b>10/11/19</b>	<b>Tom Stanfield</b>	<b>11000 · Town Bank...</b>		<b>0.00</b>
TOTAL					0.00	0.00

## City of Lake Geneva Business Improvement District

11/05/19

## Check Detail

October 1 through November 5, 2019

Type	Num	Date	Name	Account	Paid Amount	Original Amount
<b>Bill Pmt -Check</b>	<b>2140</b>	<b>10/15/19</b>	<b>Berg, Ivy</b>	<b>11000 · Town Bank...</b>		<b>-150.00</b>
Bill		10/15/19		56009 · Oktoberfest	-150.00	150.00
TOTAL					-150.00	150.00
<b>Bill Pmt -Check</b>	<b>2141</b>	<b>10/15/19</b>	<b>Cathy Fritz</b>	<b>11000 · Town Bank...</b>		<b>-250.00</b>
Bill		10/15/19		56009 · Oktoberfest	-250.00	250.00
TOTAL					-250.00	250.00
<b>Bill Pmt -Check</b>	<b>2142</b>	<b>10/15/19</b>	<b>Charles Pearce Far...</b>	<b>11000 · Town Bank...</b>		<b>-530.00</b>
Bill		10/15/19		56009 · Oktoberfest	-530.00	530.00
TOTAL					-530.00	530.00
<b>Bill Pmt -Check</b>	<b>2143</b>	<b>10/15/19</b>	<b>Michael Cary</b>	<b>11000 · Town Bank...</b>		<b>-9,050.00</b>
Bill	Aug/S...	10/15/19		56013 · Flowers	-4,525.00	4,525.00
				56013 · Flowers	-4,525.00	4,525.00
TOTAL					-9,050.00	9,050.00
<b>Bill Pmt -Check</b>	<b>2144</b>	<b>10/15/19</b>	<b>MotionLoft</b>	<b>11000 · Town Bank...</b>		<b>-5,490.00</b>
Bill	2019-...	10/15/19		56017 · Professional...	-5,490.00	5,490.00
TOTAL					-5,490.00	5,490.00
<b>Bill Pmt -Check</b>	<b>2145</b>	<b>10/15/19</b>	<b>Ryan Fritz</b>	<b>11000 · Town Bank...</b>		<b>-125.00</b>
Bill		10/15/19		56009 · Oktoberfest	-125.00	125.00
TOTAL					-125.00	125.00
<b>Bill Pmt -Check</b>	<b>2146</b>	<b>10/15/19</b>	<b>Tom Stanfield</b>	<b>11000 · Town Bank...</b>		<b>-175.00</b>
Bill	Oktober...	10/15/19		56009 · Oktoberfest	-175.00	175.00
TOTAL					-175.00	175.00
<b>Bill Pmt -Check</b>	<b>2147</b>	<b>10/15/19</b>	<b>Wagner, Christina</b>	<b>11000 · Town Bank...</b>		<b>-195.00</b>
Bill		10/15/19		56009 · Oktoberfest	-150.00	150.00
				56009 · Oktoberfest	-45.00	45.00
TOTAL					-195.00	195.00
<b>Bill Pmt -Check</b>	<b>2148</b>	<b>10/15/19</b>	<b>Wedin, Jennifer</b>	<b>11000 · Town Bank...</b>		<b>-150.00</b>
Bill	Oktober...	10/15/19		56009 · Oktoberfest	-150.00	150.00
TOTAL					-150.00	150.00

## City of Lake Geneva Business Improvement District

11/05/19

## Check Detail

October 1 through November 5, 2019

Type	Num	Date	Name	Account	Paid Amount	Original Amount
<b>Bill Pmt -Check</b>	<b>2149</b>	<b>11/05/19</b>	<b>Adventures in Far...</b>	<b>11000 · Town Bank...</b>		<b>-2,100.00</b>
Bill	18621	10/21/19		56009 · Oktoberfest	-2,100.00	2,100.00
TOTAL					-2,100.00	2,100.00
<b>Bill Pmt -Check</b>	<b>2150</b>	<b>11/05/19</b>	<b>City of Lake Geneva</b>	<b>11000 · Town Bank...</b>		<b>-1,373.02</b>
Bill	14632	11/05/19		21150 · Sales Tax	-1,373.02	1,373.02
TOTAL					-1,373.02	1,373.02
<b>Bill Pmt -Check</b>	<b>2151</b>	<b>11/05/19</b>	<b>CJW Inc</b>	<b>11000 · Town Bank...</b>		<b>-3,732.60</b>
Bill	21502...	11/05/19		56009 · Oktoberfest	-3,732.60	3,732.60
TOTAL					-3,732.60	3,732.60
<b>Bill Pmt -Check</b>	<b>2152</b>	<b>11/05/19</b>	<b>Johns Disposal Se...</b>	<b>11000 · Town Bank...</b>		<b>-475.00</b>
Bill		10/22/19		56009 · Oktoberfest	-475.00	475.00
TOTAL					-475.00	475.00
<b>Bill Pmt -Check</b>	<b>2153</b>	<b>11/05/19</b>	<b>Lake Geneva Cham...</b>	<b>11000 · Town Bank...</b>		<b>-180.00</b>
Bill	4062	10/14/19		56014 · Misc Expen...	-180.00	180.00
TOTAL					-180.00	180.00
<b>Bill Pmt -Check</b>	<b>2154</b>	<b>11/05/19</b>	<b>Lake Geneva Coun...</b>	<b>11000 · Town Bank...</b>		<b>-2,771.07</b>
Bill	1019-...	10/22/19		56009 · Oktoberfest	-2,771.07	2,771.07
TOTAL					-2,771.07	2,771.07
<b>Bill Pmt -Check</b>	<b>2155</b>	<b>11/05/19</b>	<b>Pat's Services Inc</b>	<b>11000 · Town Bank...</b>		<b>-810.00</b>
Bill	A-186...	10/11/19		56009 · Oktoberfest	-810.00	810.00
TOTAL					-810.00	810.00
<b>Bill Pmt -Check</b>	<b>2156</b>	<b>11/05/19</b>	<b>Rotary Club of Lak...</b>	<b>11000 · Town Bank...</b>		<b>-5,416.93</b>
Bill	211	10/24/19		56009 · Oktoberfest	-5,416.93	5,416.93
TOTAL					-5,416.93	5,416.93
<b>Bill Pmt -Check</b>	<b>2157</b>	<b>11/05/19</b>	<b>Studio 10a LLC</b>	<b>11000 · Town Bank...</b>		<b>-1,115.45</b>
Bill	250	11/05/19		56003 · Dues & Sub...	-99.00	99.00
				56009 · Oktoberfest	-666.45	666.45
				56001 · Advertising ...	-250.00	250.00
				56001 · Advertising ...	-100.00	100.00
TOTAL					-1,115.45	1,115.45

## City of Lake Geneva Business Improvement District

## Profit &amp; Loss

11/05/19

January 1 through November 5, 2019

Accrual Basis

	<u>Jan 1 - Nov 5, 19</u>
<b>Income</b>	
<b>Special Event Revenues</b>	
47001 · Oktoberfest	37,837.00
47006 · Wine Walk	9,600.52
<b>Total Special Event Revenues</b>	47,437.52
41000 · Prop Tax Assessments-Current Yr	194,075.82
41100 · Prop Tax Assessments-Delinquent	3,356.69
48100 · Interest Income	994.38
<b>Total Income</b>	245,864.41
<b>Expense</b>	
<b>Events</b>	
56005 · Christmas	42,840.00
56007 · Cocoa Crawl	268.49
56008 · Ice Rink	5,153.32
56009 · Oktoberfest	26,703.40
56026 · Wine Walk	4,117.96
<b>Total Events</b>	79,083.17
56001 · Advertising & Promotion	2,658.75
56003 · Dues & Subscriptions	2,264.00
56004 · Event Planner	42,118.62
56013 · Flowers	53,011.81
56014 · Misc Expenses	180.00
56015 · Office Supplies	182.78
56017 · Professional Fees	7,542.77
56018 · Donations	3,000.00
56901 · Capital Outlay	3,412.83
60400 · Bank Service Charges	12.00
<b>Total Expense</b>	193,466.73
<b>Net Income</b>	<b>52,397.68</b>

## City of Lake Geneva Business Improvement District

11/05/19

## Balance Sheet

Accrual Basis

As of November 5, 2019

	<u>Nov 5, 19</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
11000 · Town Bank-Cking	6,590.13
11001 · Town Bank-MoneyMkt	200.00
<b>Total Checking/Savings</b>	<u>6,790.13</u>
<b>Accounts Receivable</b>	
12600 · Accounts Receivable-Assessments	4,313.10
<b>Total Accounts Receivable</b>	<u>4,313.10</u>
<b>Total Current Assets</b>	<u>11,103.23</u>
<b>TOTAL ASSETS</b>	<b><u>11,103.23</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Other Current Liabilities</b>	
21150 · Sales Tax	-1,373.02
<b>Total Other Current Liabilities</b>	<u>-1,373.02</u>
<b>Total Current Liabilities</b>	<u>-1,373.02</u>
<b>Total Liabilities</b>	<u>-1,373.02</u>
<b>Equity</b>	
34300 · Fund Balance - Jan 1	-39,921.43
Net Income	52,397.68
<b>Total Equity</b>	<u>12,476.25</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>11,103.23</u></b>



Bridget Leech &lt;bridget@streetsoflakegeneva.com&gt;

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## Upcoming BID meeting

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**Roger Wolff** <rwoff@jayneboutique.com>

Tue, Nov 5, 2019 at 7:40 AM

To: Roger Wolff &lt;rwoff@jayneboutique.com&gt;, Steve Monticello &lt;lilmountain.sm@gmail.com&gt;, Kevin Fleming &lt;kevin@flemingsltd.com&gt;, Bridget Leech &lt;bridget@streetsoflakegeneva.com&gt;

Morning everyone - sorry missing other emails of the full board but I wanted to speak at this month's BID meeting. Unfortunately, the change of dates won't allow me to be there this Monday.

I wanted to bring to attention, and request that the BID take on the responsibility of keeping the corners of the downtown clean of snow, slush, and pools of water that develop during the winter months. As some of you know, this has been a pet peeve of mine for years, mostly I guess because my corner can become impassable for pedestrians without getting soaked footwear to cross the street to go to Cornerstone. All the corners are bad though and can be slippery and dangerous - certainly not welcoming to winter visitors and shoppers.

I realize that it won't be perfect during the winter, and most people don't expect that - however, it can be so bad many times during the winter for people crossing the streets that it can alter their experience for the day. Why can't we, and why shouldn't we be better than other downtown shopping areas, especially since we are tourist destination - and we are no longer just a charming Wisconsin town, but a sophisticated shopping center as well.

Let's not look past the snow and slush as just part of winter - let's keep it clean all of the time. I also believe that this falls into the purview of the BID's mission statement and responsibility to the downtown district.

I would ask that this letter be read to the full board on Monday morning.

Thanks Roger

--

ROGER WOLFF  
Manager / Buyer  
847-433-1911



**Vacancies**

<b>Location Address</b>	<b>Status</b>	<b>Previous Tenant</b>	<b>Notes</b>
118 Broad St.	abandoned	Pacific Southwest	The City has recently gone in to inspect, but at this point, there is nothing that can be done.
223 Cook St.	vacant	Verve Art Gallery	
252 Center St.	vacant	Geneva Java	available for short term lease
642 W. Main St.		Carvettis/Northsiders	mostly abandoned, but maintains its liquor license
723 Geneva Street	vacant	Trae Chic	
846 W. Main St.	vacant	Boatyard Bagels	Being bought and rennovated. Likely to be broken into smaller spaces to rent out.
848 W. Main St.	vacant	Bona's	

**Scheduled Openings**

<b>Location Address</b>	<b>Planned Opening</b>	<b>Previous Tenant</b>	<b>Notes</b>
833 Main St.	Spring 2020	Peets Coffee	Inspired Coffee to open
725 Geneva St.	Spring 2020	Geneva Street Shops	Brewery to open

**Recent Openings**
