

TOURISM COMMISSION

WEDNESDAY, OCTOBER 10, 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 5:00 PM

Roll Call: Carstensen, Fritz, Lorenzi, Waspi, Ald. Hedlund

Also Present: Mayor Hartz, Ald. Dunn, Asst. City Clerk, Elder

Absent: Ald. Straube

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

None

Approval of the Tourism Commission minutes from September 12, 2018

Motion to approve the September 12, 2018 minutes by Ald. Hedlund, second by Lorenzi. Motion carried 5-0.

Update from Tourism Entity (Visit Lake Geneva) on Promotional Activity, Calendar, and Hotel
Ed Svitak wasn't able to attend, but sent status reports via email.

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

Bridget shared update on Oktoberfest – weather was a factor. Pedestrian traffic shows a decrease of 3,700 from for Oktoberfest year over year, but she also stated overall foot traffic is down over the prior year. She also shared a hand out for the upcoming events in the BID.

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

Room Tax numbers have increased year over year by \$36K. Brian Waspi proposed reformatting the financials spreadsheet to be used as the monthly report for the Tourism Commission.

Discussion/Action on Museum of Ice Cream

No action taken, but good discussion on bringing in something like this and group tasked with researching further.

Discussion/Action on Tourism Promotion Grant Program and Requests:

Santa Cause

Motion by Lorenzi to fund \$3,000 for Santa Cause, second by Hedlund. Motion carried 5-0.

Discussion/Recommendation on Grant Modifications for 2019:

Identify and validate the use of the City of Lake Geneva logo on their event marketing material

No motion, but group recommended to update.

Limit all Grant Presentations to 10 minutes

No motion, but group recommended to update.

Reimbursement for funding needs to be submitted 45 days after the date of the event or initiative

Add a line on the grant application for their event or initiative, but can ask for an extension.

No motion, but group recommended to update. Will bring final documents to Nov. mtg for motion to approve.

Agenda items and next meeting date November 14, 2018

Introduce Stephanie Copsy

Motion to adjourn by Ald. Hedlund, second by Fritz. Motion carried by 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.

10/11/2018 3:00 pm

cc: Tourism Commissioners, Mayor, Administrator, Media