

**TOURISM COMMISSION MINUTES
WEDNESDAY, OCTOBER 09, 2019 – 4:00PM
ROOM 2A, CITY HALL**

Meeting call to order 4:02 pm

Roll Call: Chairperson, Tammie Carstensen, Vice Chair, Brian Waspi, and Dana Trilla

Alderman: Rich Hedlund

Absent: Shari Straube, John Trione

Also Present: Admin Nord, Asst. City Clerk, Elder, Copsey MAL Rep., Goodwin & Smolarek, VLG, Leech, BID

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

Charlene Klein, 817 Wisconsin Street, questioning what's happening with the funding from the Ice Castle, Horticultural Hall was listed as grant funding, but didn't obtain funding though it's not correct in the grant tracking report in the packet.

Approval of the Tourism Commission minutes from September 11, 2019

Vice Chair Waspi motion to approve the September 11, 2019, second by Ald. Hedlund. Motion carried 4-0.

John Trione arrived at 4:05 pm

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

Went over presented marketing/sales update

Motion by Ald. Hedlund to purchase a \$70 table needed for weddings at the Riviera, second by John Trione. Motion carried 5-0.

Vice Chair Waspi asked what the comparison of bookings was from 2019 to 2018 with a \$20,000 variance.

Ald. Straube arrived at 4:12 pm

Discussion/Recommendation regarding LG Regional News ad and rates

No action taken.

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

Goodwin provided overview of partner/public events, LG Media, Marketing/Social Media, & Sales. Working on 2020 Visitor Guide (ads due 10/14/19), 2020 operational plans and budget. Carstensen requested getting the Riviera listed as a meeting space for banquet/classroom groups.

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

Leech provided overview on Oktoberfest, Covetoberfest, Magical Musings, Holiday Events, & Pedestrian Counts (were up 26,000). Leech will create an advertisement featuring the benefits of the Tourism Commission as part of the Tourism Commission's Oktoberfest Sponsorship.

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Written financial update provided by Comptroller regarding Room Tax Dollars Collected, Financials, current Budget & Disbursements

Data was provided and shared with the group. City Admin will correct grant tracking report to show Horticultural Hall didn't use grant funding.

Discussion/Action regarding Riviera plans & funding

Ald. Hedlund stated that a BID was presented \$588K just for the clay roof. RFP's are now being sent out for windows/doors and this is being done in increments. This January spending \$788K. \$77K is what has to be spent to get things rolling.

Motion by Carstensen for \$75,136 awarded to the City from Tourism Commission for pre-construction costs for renovations to the Riviera, second by Ald. Hedlund. Motion carried 6-0.

Discussion/Action on Tourism Promotion Grant Program and Requests:

- Magic Musings Event

Motion by Ald. Hedlund to fund \$3,700 for the Magic musings event, second by Dana Trilla. Motion carried 6-0.

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 employee contracts and pay for the Tourism Commission Events Coordinator position.

Motion by Ald. Hedlund to go into closed session at 5:02 pm, second by Trione. Motion carried 6-0.

Roll Call: Chairperson Carstensen, Vice Chair, Waspi, John Trione, Dana Trilla, Ald. Hedlund, & Ald. Straube

Motion to return to open session pursuant to Wisconsin Statutes 19.85 (2) and take action on any items discussed in closed session

Motion to return to open session by Trione, second by Ald. Straube. Motion carried 6-0.

Roll Call: Chairperson Carstensen, Vice Chair, Waspi, John Trione, Dana Trilla, Ald. Hedlund, & Ald. Straube

Motion by Waspi regarding agenda item 12 to extend the independent contractor agreement with Stephanie Copsey with an addendum to include compensation as discussed in closed session, second by Hedlund. Motion carried 6-0.

Agenda items and next meeting date November 13, 2019 at 4:00 pm

Moving grants from QTR from Monthly to Quarterly

Ald. Hedlund motion to adjourn, second by Straube. Committee meeting adjourned at 5:25 pm. Motion carried 6-0.