

# **TOURISM COMMISSION MINUTES**

## **WEDNESDAY, SEPTEMBER 12, 2018 – 5:00PM**

### **CONFERENCE ROOM 2A, CITY HALL**

**Committee Members:** Vice Chairperson, Tammie Carstensen , Ald. Rich Hedlund, Ald. Shari Straube, Charlie Lorenzi, Andrew Fritz, & Brian Waspi

Meeting called to order by Vice-Chairperson Carstensen at 5:00 pm

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

**Also present:** Representative Svitak, Leech, and Deputy Clerk, Elder

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

None

**Approval of the Tourism Commission minutes from July 11, 2018**

Ald. Hedlund approved the July 11, 2018 minutes, second by Ald. Straube. Motion carried 6-0.

**Election of Officers**

*Chairperson*

Andrew Fritz motion to nominate Tammie Carstensen to the Tourism Commission Chairperson, second by Ald. Hedlund. Motion by Ald. Hedlund to close the nominations, second by Lorenzi. Motion carried 6-0.

*Vice Chair*

Motion by Ald. Hedlund to nominate Andrew Fritz to the Tourism Commission as Vice Chair, second by Ald. Straube. Motion by Charlie Lorenzi to close the nominations, second by Ald. Hedlund. Motion carried 6-0.

**Secretary**

Motion by Tammie Carstensen to nominate Nan Elder to the Tourism Commission as the Secretary, second by Ald. Hedlund. Motion by Charlie Lorenzi to close the nominations, second by Ald. Hedlund. Motion carried 6-0.

**Discussion/Action 2019 Tourism Commission Budget**

Motion to approve the 2019 Budget by Ald. Hedlund, second by Lorenzi. Motion carried 6-0.

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

Svitak provided monthly presentation on behalf of the VISIT Lake Geneva.

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

Leech provided monthly presentation on behalf of the Business Improvement District.

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

Elder shared the monthly Room Tax spreadsheet.

2018 YTD was up for July at \$402,009 vs. \$373,507. Svitak stated Lake Geneva was performing better than the area for July.

### **Discussion/Action on Tourism Promotion Grant Program and Requests:**

a. **Santa Cause**

Tabled until October 10, 2018 meeting.

b. **Queen Bee**

Ald. Hedlund motion to fund \$550 for Queen Bee fall event, second by Waspi. Motion carried 6-0.

### **Future agenda items and next meeting date October 10, 2018**

Include Action item to limit Tourism Grant presentations to 10 minutes.

Museum of Ice Cream

**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, pay, benefits and interviews for the Event Coordinator position.**

Motion by Ald. Hedlund to convene the Tourism Commission in closed session, second by Lorenzi.

Closed session to include Deputy Clerk, Nan Elder. Motion carried on a roll call vote 6-0. The committee convened into closed session at 5:38 p.m.

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

Motion by Ald. Hedlund to reconvene the committee in open session, second by Lorenzi. Motion carried on a roll call vote 6-0. The committee reconvened into open session at 7:23 p.m. Motion by Ald. Hedlund to proceed as discussed in closed session, second by Ald. Straube. Motion carried 6-0.

**Motion to adjourn by Fritz at 7:24 pm, second by Ald. Hedlund. Motion carried 6-0.**

*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.*