

TOURISM COMMISSION MINUTES
WEDNESDAY, SEPTEMBER 11, 2019 – 4:00PM
ROOM 2A, CITY HALL

Committee Members: Chairperson, Tammie Carstensen, Vice Chair, Brian Waspi, John Trione, and Dana Trilla Alderpersons: Rich Hedlund, Shari Straube

Meeting called to order at 4:00 pm

Roll Call: Chairperson, Tammie Carstensen, Vice Chair, Brian Waspi, John Trione, and Dana Trilla Alderpersons: Rich Hedlund, Shari Straube

Also Present: Mayor Hartz, Admn. Nord, Asst. Clerk, Elder, Dir. of Marketing, Goodwin, Executive Dir. Leech

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

Kevin Fleming, 711 Main St. speaking on behalf of the BID and asking for the commission to support the grant request which includes banners for the banner poles & Oktoberfest.

Approval of the Tourism Commission minutes from August 14, 2019

Motion to approve the August 14, 2019 minutes by Ald. Hedlund, second by Ald. Straube. Motion carried 6-0.

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

Presented her Meet at the Lake & Riviera Ballroom update. Total of 30 new Riviera bookings since mid-2019 which is in addition to the reservations that were already on the books for 2019. We didn't have any reservations for 2020 when she took the position and approximately 20 of the new bookings are scheduled for 2020. There were 29 Rivera bookings in 2019 of which approximately eight of them were non-wedding events. The target date for the 2020 Bridal Show is January 24, 2020 and they'll have the Riviera set-up for an open house to show brides. and they'll be featuring a passport to include the hotels. She also started/joined an online Wedding Society Group to connect & share opportunities. Request that the City Administrator obtain & provide 2018 & 2019 bookings for the Riviera to building a benchmark to work from.

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

Dir. of Marketing, Goodwin presented the VLG update regarding partner events, public events, in the media, marketing metrics, visitor center & hotel activity, & sales venue report. 2020 marketing plan to focus their website on more content rather than member information. Committee shared appreciation for more in-depth information included in the VLG monthly report.

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

Executive Dir. Leech presented the BID update – Oktoberfest to be held on the 12th & 13th, Magical Musings on Nov. 2, downtown holiday events and pedestrian counts.

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

Vice-Chair, Waspi presented his review with the Comptroller regarding the financials & the grant report. Waspi requested Administrator Nord to move the Bridal Show awarded grant to 2020 vs. 2019 and add a column to show if a grant has been paid on the Grant Report for tracking purposes.

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Discussion/Action regarding Riviera plans & funding

Administrator Nord provided an update from the last Piers meeting stating that the estimated clay roof quote is 1.3 million. Bids are due next Wednesday with the work to begin in January 2020 and completed by April. Chairman Carstensen requested to move the existing funds that are left estimated at approximately \$75,000 over to Municipal Development for the 2020 budget.

Discussion/Action on Tourism Promotion Grant Program and Requests:

BID Funding Request

Motion by Waspi to accept the \$38,385 second by Trione. Motion carried 6-0.

BID Oktoberfest Sponsorship Request

Motion by Ald. Hedlund to fund \$10,000 for Oktoberfest, second by Ald. Straube. Motion carried 6-0.
Motion to amend by Trilla to give the BID \$7,500 as a Title Sponsor for the Tourism Commission for the 2019 Oktoberfest, second by Ald. Straube. Motion carried 6-0.

Ald. Straube departed the meeting at 5:49 pm.

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 to go into closed session at 5:50 pm by Ald. Hedlund to include staff, second by Waspi. Motion carried 6-0.

Roll call:

Chairperson, Tammie Carstensen, Vice Chair, Brian Waspi, John Trione, and Dana Trilla Alderpersons:
Rich Hedlund,

Absent: Shari 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 go into open session at 6:37 pm by Ald. Hedlund , second by Chairman Carstensen. Motion carried 5-0.

Motion by John Trione to direct staff as outlined in closed session, second by Ald. Hedlund. Motion carried 5-0.

Motion to adjourn at 6:40 pm by Carstensen, second by Ald. Hedlund. Motion carried 5-0.