



Lake Geneva Business Improvement District  
Board Meeting  
Wednesday, May 7, 2025 | 9:00 AM  
Harbor Shores of Lake Geneva

**MINUTES**

1. Call to Order –9:00 AM
2. Roll Call – *Alexandria Binanti, Janine Osborne, Beth Tumas, Spyro Condos, Anthony Silvestri, Alethea Salgado, Alastair Cummings, Angela Carlson, Emily Trainor, Stephen Schroeder Absent. Cathy Stoodley arrived 9:15am*
3. Approval of Minutes from last meeting - *Anthony Silvestri Motions, Angela Carlson, Seconds. All Approved.*
4. 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 3 minutes.
  - i. *Sam Kelly introduces himself and Mitch from The Cove of Lake Geneva.*
  - ii. *Roger Wolff with JAYNE announces 10<sup>th</sup> anniversary and ribbon cutting*
  - iii. *Rhode Family discusses updated ideas for Lemonade Crawl*
  - iv. *Fred Ghal announces community event Jazz by the Lake on July 19<sup>th</sup>*
5. City News Update from designated City Representative - *No Update*
6. Appearance of VISIT Lake Geneva – *Deanna Goodwin discusses upcoming events such as Concerts in the Park and Restaurant Week recap. Hotel Occupancy increased over year, and discussion of fam tours from travel writers.*
7. Treasurer Report - *City Council approves Amended Bylaws for financial maintenance. Alethea and Alexandria opening new checking account in May and meeting with City Treasurer to get financial files.*
  - a. *Chart of Account review – To be updated in June*
  - b. *Budget vs Actuals – Estimate of 38% utilization; About 290k in checking account to be transferred*
  - c. *Pay bills –*  
*Alexandria Binanti Invoice \$9,014.79;*  
*Treasure Hut, \$20,180.00;*  
*Michael Cary \$1,666.66 = \$30,861.45*
8. Executive Director Report
  - a. *Marketing Report, website & social updates*
  - b. *Committee recap*
    - i. *Promotions – Oktoberfest, Spring Marketing Initiatives, Wine Walk*

- ii. Design – *Flowers, Benches*
- iii. Economic Vitality – *Hwy 50 Resurfacing, Parking, BID Connects*
- iv. Organization – *Financial Planning Recap*

9. New Business

a. Main Street Resource Report – Focus on Organization Section – *Delivered power point presentation with result findings.*

10. Comments from Board of Directors

11. Adjourn – *Beth Tumas Motions, Anthony Silvestri Seconds. All Approved. 9:56am*