



Lake Geneva Business Improvement District  
Board of Directors Meeting  
Wednesday, September 3, 2025 | 9:00 AM  
Harbor Shores of Lake Geneva

**AGENDA**

1. Call to Order
2. Roll Call
3. Approval of Minutes from last meeting
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.
5. City News Update from designated City Representative
6. Appearance of VISIT Lake Geneva
7. Treasurer Report
  - a. Chart of Account review
  - b. Budget vs Actuals
  - c. Pay bills
  - d. Financial policies and procedures review for BID and Nonprofit accounts
8. Executive Director Report
  - a. Marketing report, website & social updates
  - b. Committee recap
    - i. Promotions – New Promotion with Library, Oktoberfest, Post Event Recaps
    - ii. Design – Flowers for BID expansion, Banners
    - iii. Economic Vitality – BID Connects Update for Sep 22, Rent Rate Research, Parking Discussion with Hwy 50 repavement
    - iv. Organization – Executive Committee, Financial Planning, BID Expansion
9. New Business
  - a. Review Annual Marketing Plan
10. Comments from Board of Directors
11. Adjourn



Lake Geneva Business Improvement District  
Wednesday, August 13, 2025 | 9:00 AM  
Harbor Shores of Lake Geneva

## MINUTES

1. Call to Order - 9:00AM
2. Roll Call - *Janine Osborne, Alexandria Binanti, Kim Frank, , Alethea Salgado, Emily Trainor, Spyro Condos, Cathy Stoodley, Alastair Cummings, Angela Carlson, Stephen Schroeder, Anthony Silvestri Present. Beth Tumas Excused Absence.*
3. Approval of Minutes from last meeting – *? Motions. ? 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.
  - a. *Andrea Christensen discusses flag issues with suggestion of weighted non-tangle rods*
  - b. *[Mary Jo Fesenmaier](#) discusses request from Tourism Commission for a monthly BID update to the Hwy 50 Repavement projects*
5. City News Update from designated City Representative - *Cathy Stoodley report on David Winger is new Parks Director, discusses short term rental update, and strategic planning interest for the City*
6. Appearance of VISIT Lake Geneva - *N/A*
7. Treasurer Report - *Alethea Salgado gives a report on current financial status; impending expenses for events. Discusses bookkeeping appointments for hire.*
  - a. Chart of Account Review
  - b. Budget vs Accual
  - c. Pay bills - *Payroll Invoices from Alexandria Binanti and Kim Frank, outstanding invoice from Treasure Hut, Watering Invoice, and noting anticipating expenses via debit for marketing and materials for Lemonade Crawl and Maxwell Street Days. Final mural installment to be made to [Mauricio Ramirez](#)*
8. Executive Director Report
  - a. Marketing Report, website and social updates - *Alexandria Binanti delivers report discussing BID expansion update, mural program update with costs, and discuss establishing new committees for project review*
  - b. Committee Recap
    - i. Promotions - *Lemonade Crawl, Maxwell Street Days, New Promotion with Library*
    - ii. Designs - *Flowers for BID expansion, Benches RFP - Discussion on the three RFP received.*  
*A. Opened and Reviewed bids for Benches:*

*Terence Pisano at \$22,750.00*

*Glen Fern at \$45,847.00*

*Lake Geneva Outdoors \$257,175.00*

*Anthony Silvestri enters a motion to approve the contract of Terence Pisano for bench improvements in 2026. Alethea Salgado, seconds. All Approved.*

*B. Discussion on seasonal banners for street poles. Created a sub-committee of Cathy Stoodley, Alethea Salgado, Treasure Tomal, Sam Kelly and Tai Serna. Will schedule a meeting in the next two weeks.*

- iii. *Economic Vitality - BID Connects, Rent Rate Research - Discussion on high rental rates - \$5 to \$15/sq foot higher than any WI competition. Idea to invite landlords for presentation on keeping tenants - "we're in this together" business retention strategy. Discussion on Hwy 50 construction and need to focus on solutions (for parking), signage, using social media and QR codes to help communicate.*
- iv. *Organization - Executive Committee, Financial Planning, BID expansion - reviewing new accountant*

9. *New Business*

- a. *Draft 2026 Budget - Stephen Schroeder motions to approve the 2026 Drafted budget noting that an updated budget may be presented following status update of potential BID expansion. Anthony Silvestri Seconds. All Approved.*
- b. *New Hire Announcement - announced Kim Frank as the new Administrative Coordinator*

10. *Comments from Board of Directors*

- a. *Spyro Condos discusses the need for parking updates in relation to Hwy 50 repavement project.*

11. *Adjourn - 10:10am Alastair Cummings motions, Alethea Salgado seconds. All approved.*