



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

MINUTES

1. Call to Order – 10:01AM
2. Roll Call – *Janine Osborne, Anthony Silvestri, Alastair Cummings, Alethea Salgado, Angela Carlson, Cathy Stoodley, Spyro Condos, Beth Tumas, Stephen Schroeder, Alexandria Binanti. Emily Trainor Absent.*
3. Approval of Minutes from last meeting - *Anthony Silvestri Motions, Stephen Schroeder, 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. – N/A
5. City News Update from designated City Representative - *Cathy Stoodley discusses Flat Iron Park, Initiative for ordinance reviews*
6. Appearance of VISIT Lake Geneva – *Deanna Goodwin discusses Geiger Media Tour, upcoming events for partners and community, website and social metrics, WGN radio takeover*
7. Treasurer Report - *Alethea Salgado discusses current account totals at \$302,000. Made \$770 in interest in money market. Discusses bookkeeping services*
 - a. Chart of Account review
 - b. Budget vs Actuals
 - c. Pay bills
 - d. Financial policies and procedures review for BID and Nonprofit accounts – *Alexandria Binanti discusses the need to transfer operations to non-profit for tax liabilities. Motion is made by Stephen Schroeder to draft an updated bylaws and operating plan of the nonprofit transferring day to day responsibilities from BID to nonprofit and amend current BID Bylaws and Operating Plan to reflect changes. Anthony Silvestri seconds. Discussion Alethea Salgado proposed board of directors in BID also hold board positions within nonprofit. Motion stands. All Approved.*
8. Executive Director Report
 - a. Marketing report, website & social updates – *Alexandria Binanti discusses survey feedback from Lemonade Crawl and Maxwell Street Days*
 - b. Committee recap
 - i. Promotions – *New Promotion with Library, Oktoberfest, Post Event Recaps*
 - ii. Design – *Flowers for BID expansion, Banners – Gives update on Bench RFP acceptance*

and work planning. Also presents proposed flower pot and planting budget for expansion. No action to take until BID Expansion gets approved. Also presented a quote for an artificial public square Christmas Tree from Treasure Hut Florists to replace 3 living trees. Quoted at \$14,500, Anthony Silvestri recommends scheduling a special meeting to discuss after analyzing BID current budget actuals. Spyro Condos, Seconds. Discussion dates Special Meeting on Wednesday, September 17th at 9am via googlemeets. Motion stands. All Approved.

- 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 – *Continued to October*

10. Comments from Board of Directors - *None*

11. Adjourn – *10:01am Beth Tumas Motions, Angela Carlson Seconds, All Approved.*