



Lake Geneva Tourism Commission Agenda

Monday, December 8, 2025 - 4:00 PM

Lake Geneva City Hall; Council Chambers

Members:

Chairperson - Brian Waspi; Members - Shelley Rowell, Troy Migut, Zakia Pirzada, Alderperson Fesenmaier and Alderperson Frame; Ex-Officio Members - Mayor Todd Krause, Comptroller Laura Pisarcik and VISIT Lake Geneva President Stephanie Klett

1. Call to Order
2. Roll Call
3. Comments from the public limited to 5 minutes, limited to items on this agenda
4. Approval of the minutes from November 10, 2025
5. Update from Heather Jones (Independent Contractor for Tourism Commission) Meet at the Lake Promotional Activity
6. Update from Tourism Entity (VISIT Lake Geneva) on Promotional Activity, Calendar, and Hotel performance
7. Update from Lake Geneva Business Improvement District (events and mission)
8. Written financial update regarding Room Tax Dollars Collected, Financials, current Budget & Disbursements, list of outstanding (unpaid) tourism grants awarded
9. Discussion/Action on Tourism Promotional Grant Program and Requests: **Maximum ten (10) minute presentation per request:**
 - a. Gary Con 2026-Update on Shuttle Route; Gary Con, a wholly owned division of Gaxx Worx, LLC (*\$12,000 grant awarded at on October 13, 2025*)
 - b. ATLG Website Launch & Digital Tourism Campaign; All Things Lake Geneva, LLC
10. Final Event Evaluations from organizations receiving Tourism Grants
 - a. Sylph Lake Geneva; Dawn Springer Dance Projects
 - b. Tracing the Divide-Avant Fall Cider Tour; Avant Cycles
11. Tourism Commission related forms, paperwork, and grant procedures review
12. Next Meeting Date & Time: Monday, January 12, 2026 at 4:00 pm

13. Future Agenda Items

14. Adjournment

*A quorum of the Council may be present; however, no official Council action will be taken.
Requests from persons with disabilities who need assistance to participate in this meeting should be made to the City Clerk's office in advance so that the appropriate accommodations can be made.*