

Tourism Commission Minutes – October 13, 2025, 4:00 pm
Lake Geneva City Hall-Council Chambers
626 Geneva St, Lake Geneva, WI 53147

Role Call Present: Chair Brian Waspi, Troy Migut, Shelley Rowell, Alderperson Frame,
Mayor Krause, City Comptroller Laura Pisarcik

Absent: Vice Chair Zakia Pirzada, Alderperson Fesenmaier, Stephanie Klett

Comments from the public: None

Approval of Tourism Commission Minutes from previous month: Motion by Frame, Waspi
second, Unanimously carried

Update from Heather Jones – Above pace for reservations for 2026. YoY still up.

Independent contractor agreement was reviewed and will be approved in the next meeting.
Waspi makes motion to extend “as-is” with option to alter during discussion in ensuing
meeting. Frame Seconded – Unanimously carried.

Visit Lake Geneva Update – Preparing for upcoming annual dinner next evening – absent

BID Update – Alex is also preparing for the upcoming annual dinner next evening – absent

Financial update – funds have dropped just below \$1,000,000 and summaries of funds that
have been granted and will be updated.

Grant Proposals

Riviera Window Covering Replacement - Heather Jones presented grant proposal for
removing current curtains at riviera and then replacing them with electric blinds. She has

initial bid from contractor for funds not to exceed \$89,000 but will need to submit for 3 more bids from contractors. Linda Frame advocated for these blinds as they were not taken care of during the initial renovation.

Linda Frame motioned to replace window covering for the not to exceed \$89,050, Shelley Rowell Seconded – Unanimously carried

Worlds Tallest Glass Tree – Mack Glass Proposal – Chairperson Waspi asked why this is going to cost 2x more than last year? Robert will be utilizing guerilla marketing and wants to be more flexible.

Everyone voiced hesitation for the size of the grant and Comptroller Laura Pisarcik suggested doing \$50,000 and then if need more funds in a future commission meeting he can do so.

Linda Frame motioned to approve grant for \$102,600 – as written

Shelley Rowell Seconded

Waspi made motion to amend to \$50,000

Linda Frame seconded

All approved

Waspi made motion to approve the \$50,000

Linda Frame seconded, Unanimously carried

Downtown Visit Lake Geneva Ice Sculptures - \$15,900 being asked for the downtown ice sculptures.

Waspi motioned to approve the full amount of \$15,900

Linda Frame seconded, Unanimously carried

GaryCon 2026 –

Luke Gygax presenting because the amount of people has grown and overwhelming the amount of people that can stay at Grand Geneva

Looking at partnering with the Cove, Fairfield and Comfort Suites along with having a shuttle to and from. Would promote tourism in the city.

Waspi made motion to approve the \$12,000 for the grant proposal with the contingent that a map and plan for the shuttle was brought to the November meeting.

Linda Frame seconded, Unanimously Carried

Final Event Evaluations for Grants Reimbursed

Art in the Park performed well

Das Fest underperformed and utilization of the shuttles were lower than expected.

Taco Fest was discussed as needing to be reevaluated for next year as it has been approved many years in a row.

Tourism Grant Application

Waspi motioned to approve the revised application

Linda Frame seconded, Unanimously Carried

Tourism Promotional Grant Guide and Application Discussion

Waspi motioned to approve the new tourism promotional grant

Linda Frame seconded, Unanimously Carried

GaryCon to come back with map and plan for route of shuttles

Glass Tree may come back for discussion for further funds and requests

Linda Frame motioned to adjourn, Waspi seconded, Unanimously Carried