



Lake Geneva Business Improvement District
 Board Meeting
 Wednesday, April 2, 2025 | 9:00 AM
 Harbor Shores of Lake Geneva

MINUTES

1. Call to Order – 9:00 AM
2. Roll Call – *Anthony Silvestri, Stephen Schroeder, Emily Trainor, Angela Carlson, Alastair Cummings, Spyro Condos, Beth Tumas, Alexandria Binanti Present. Excused Absent: Janine Osborne, Alethea Salgado.*
3. Approval of Minutes from last meeting - *Spyro Condos, Motions; Alastair Cummings, 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. Bruce Bennet – Announces retirement and passing the torch to Emily Trainor for Cornerstone.*
 - ii. George Strades of Lake Geneva School District – thanking the BID for promotional support and communications for “Vote Yes” referendum which passed*
 - iii. Roger Wolf JAYNE discusses 10 year business anniversary and ribbon cutting on May 14th*
5. City News Update from designated City Representative - *Not present*
6. Appearance of VISIT Lake Geneva – *Deanna Goodwin discusses Restaurant Week, local ribbon cuttings, earned media highlights, and hotel occupancy records.*
7. Treasurer Report - *Alexandria discusses financial planning meeting with city staff to initiate BID financial management to be discussed in New Business item, b.*
 - a. Chart of Account review
 - b. Budget vs Actuals
 - c. Pay bills

Chart of Account #	Name of Expense/Detail	Invoice Number	Total
56004	Alexandria Binanti Salary	#034	\$7083.33
56015	Alexandria Binanti - office supply bid phone	#034	\$87.26
56015	Alexandria Binanti – Legal Zoom	#034	\$15.99
56015	Alexandria Binanti – Adobe Subscription	#034	\$10.54
56004	Alexandria Binanti – Training flight	#34	\$216.96
53220	Alexandria Binanti Annual Meeting Catering	#34	\$1420.25

53220	Alexandria Binanti – Festival Foods Centerpieces	#34	\$72.00
53220	Alexandria Binanti Office Depot for Annual Meeting	#34	\$105.46
56033	Mike Cary	N/A	\$1666.67
			\$10,681.46

8. Executive Director Report

a. Marketing Report, website & social updates – *discuss promotions committee suggestions for ad purchases on social for the next few months. Website traffic has increased but social was reduced reach/engagement.*

b. Committee recap

i. Promotions – Oktoberfest, Spring Marketing Initiatives – *Downtown Giveback Days promotion to take place April 9-19. Wine Walk planning update. Tickets on sale, permit apps in to FLR for April. Oktoberfest booked bands and met with Little Dog Races. Discussion of considering beer crawl for retailers night prior.*

ii. Design – Tree Board Communications, Alleyway Project – *update on murals and ordinance discussion for amendment to allow alleyway and business utilization of multiple art pieces in one location.*

iii. Economic Vitality – Hwy 50 Resurfacing, Parking, BID Connects, Vacancy Research

iv. Organization – Executive Committee, Financial Planning – *Alexandria Binanti to be in Philly April 6-9 for Main Street Now Conference.*

9. New Business

a. Main Street Resource Report – Focus on Organization Section – *To be Continued. Board to read section and take note of developing policy and procedures for next month as well as volunteer programming outlines. Alexandria to deliver in depth presentation of this section at May board meeting.*

b. Proposal for 2025 Bylaw Amendment – *Motion to Approve Amended Bylaws by Stephen Schroeder, Anthony Silvestri Seconds. All Approved.*

c. Continued from March, Emergency Planning Policy – *Motion to Approve policy by Anthony Silvestri, Spyro Condos Seconds. All Approved.*

10. Comments from Board of Directors – *Spyro Condos suggestion to utilize sidewalks for ongoing entertainment/arts during season for allowing pedestrian traffic.*

11. Adjourn – *9:49am Motioned by Emily Trainor, Seconded by Angela Carlson. All Approved.*