



City of Lake Geneva, 626 Geneva St, Lake Geneva, WI 53147-262.248.3673-www.cityoflakgeneva.gov

Tourism Commission Agenda
Monday, March 9, 2026 - 4:00 PM
Lake Geneva City Hall; Council Chambers

Members:

Chair: Vacant, Vice-Chair: Zakia Pirzada, Secretary: Alderperson Mary Jo Fesenmaier
Luke Pfeiffer, Troy, Migut, Shelley Rowell, and Alderperson Linda 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 December 8, 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 regarding Municipal Development Grants-None
10. Discussion/Action on Tourism Promotional Grant Program and Requests: **Maximum ten (10) minute presentation per request:**
 - a. Wee Whiskey Fest; Geneva Lakes Whiskey Club
 - b. Splash, Sparkle and Bloom: A Garden Club of America Flower Show; Lake Geneva Garden Club
 - c. Prost! Das Fest Wisconsin; Wisconsin2Go LLC
11. Final Event Evaluations and Discussion on recent Grant Recipients and Future Action
 - a. Abominable Trail Race; ASR Events, LLC
12. Tourism Commission related forms, paperwork, and grant procedures review
13. 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.