



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

Tourism Commission Agenda
Monday, April 13, 2026 - 4:00 PM
Lake Geneva City Hall; Council Chambers

Members:

Chair: Vacant, Vice-Chair: Zakia Pirzada, Secretary: Alderperson Mary Jo Fesenmaier
Luke Pfeifer, 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 March 9, 2026
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 Municipal Development Grants
10. Discussion/Action on Tourism Promotional Grant Program and Requests: **Maximum ten (10) minute presentation per request**
 - a. Art in the Park - Geneva Lake Arts Foundation
 - b. Lake Geneva Pride Weekend - Downtown Lake Geneva BID
 - c. Prost! Das Fest Wisconsin - Wisconsin2Go LLC
11. Final Event Evaluation and Discussion on Recent Grant Recipients and Future Action
 - a. 2026 Downtown Ice Sculpture Walk - VISIT Lake Geneva
12. Tourism Commission related forms, paperwork, and grant procedures review
 - a. Discussion/Action regarding events held outside City of Lake Geneva
 - b. Discussion/Action regarding adding criteria to guide the grant petitioners and Commission

for awarding grants

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.