



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

Special Tourism Commission Agenda
Tuesday, June 16, 2026 - 4:00 PM
Lake Geneva City Hall; Council Chambers

Members:

Mary Daly, Luke Pfeifer, Shelley Rowell, and Alderpersons Mary Jo Fesenmaier & Brian Smith
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. Election of Temporary Chairperson
5. Approval of the minutes from April 13, 2026
6. Written report from Heather Jones (Independent Contractor for Tourism Commission) Meet at the Lake Promotional Activity
7. Written report from Tourism Entity (VISIT Lake Geneva) on Promotional Activity, Calendar, and Hotel performance
8. Written report from Lake Geneva Business Improvement District (events and mission)
9. Written financial update regarding Room Tax Dollars Collected, Financials, current Budget & Disbursements, list of outstanding (unpaid) tourism grants awarded
10. Discussion/Action on Tourism Promotional Grant Program and Requests: **Maximum ten (10) minute presentation per request:**
 - a. Bridal Expo; Celebration Management
 - b. Pink the Lake & The Pink Party; Kristin Stone
 - c. Fat Tire Charity Ride; Dawn Marie Mancuso
 - d. Lakeside Literary Festival; Alicia Boemi & Emily Kornak
11. Final Event Evaluation and Discussion on Recent Grant Recipients and Future Action
 - a. Wee Whiskey Fest; Geneva Lakes Whiskey Club
 - b. The Balloon Adventure-Buggin' Out!; 531 Fund (Formerly Santa Cause)
 - c. Birding Backpacks; Avian Committee

d. Gary Con 2026; Gary Con, a wholly-owned division of Gaxx Worx, LLC

12. Discussion/Action regarding Tourism Grant Guide to set potential parameters for the number of years and maximum grant reimbursement

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.