



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

Special Tourism Commission Agenda
Tuesday, July 21, 2026 - 4:00 PM
Lake Geneva City Hall; Council Chambers

Members:

Mary Daly, Luke Pfeifer, Shelley Rowell, Alderperson Mary Jo Fesenmaier, and Alderpson 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. Election of Officers
 - a. Chairperson
 - b. Vice Chairperson
 - c. Secretary
6. Approval of the minutes from June 16, 2026
7. Written Reports
 - a. Heather Jones (Independent Contractor for Tourism Commission) Meet at the Lake Promotional Activity
 - b. Tourism Entity (VISIT Lake Geneva) on Promotional Activity, Calendar, and Hotel performance
 - c. Lake Geneva Business Improvement District (events and mission)
 - d. Financial report regarding Room Tax Dollars Collected, Financials, current Budget & Disbursements, list of outstanding (unpaid) tourism grants awarded
8. Discussion/Action on Tourism Promotional Grant Program and Requests: **Maximum ten (10) minute presentation per request:**
 - a. Fat Tire Charity Ride; Dawn Marie Mancuso (continued from June meeting)
 - b. Bridal Expo; Celebration Management (continued from June meeting)
 - c. Venetian Festival; Lake Geneva Jaycees
9. Final Event Evaluation and Discussion on Recent Grant Recipients and Future Action-None

10. Discussion/Action regarding Tourism Grant Guide to set potential parameters for the number of years and maximum grant reimbursement (continued from June meeting)

11. Discussion/Possible Action regarding changing the recurring meeting day and time

12. 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.