



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

Tourism Commission Agenda
Tuesday, August 18, 2026 - 4:00 PM
Lake Geneva City Hall; Council Chambers

Members:

Chairperson Luke Pfeifer, Vice-Chairperson Mary Daly, Shelley Rowell, Alderperson Mary Jo Fesenmaier, and
Alderperson 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. Election of Secretary
4. Comments from the public limited to 5 minutes, limited to items on this agenda
5. Approval of the minutes from July 21, 2026
6. Written financial update regarding Room Tax Dollars Collected, Financials, current Budget & Disbursements, list of outstanding (unpaid) tourism grants awarded
7. Discussion/Action on Municipal Development Grants-None
8. Discussion/Action on Tourism Promotional Grant Program and Requests: **Maximum ten (10) minute presentation per request:**
 - a. Abominable Trail Race; ASR Events, LLC
 - b. Abominable Snow Race; ASR Events, LLC
9. Final Event Evaluation and Discussion on Recent Grant Recipients and Future Action-None
10. Discussion/Action regarding pausing the Grant Program for the remainder of 2026
11. Discussion/Action regarding changes to the Promotional Grant Informational Guide and Application Form
12. Discussion/Possible Action regarding changing the recurring meeting day and time
13. Reports
 - a. Independent Contractor: Heather Jones
 - b. Tourism Entity: VISIT Lake Geneva
14. 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.