



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

Tourism Commission Agenda
Tuesday, September 15, 2026 - 4:00 PM
Lake Geneva City Hall; Conference Room 2A (2nd floor)

Members:

Chairperson Luke Pfeifer, Vice-Chairperson Mary Daly, Shelley Rowell, Dana Trilla,
Aldersperson Mary Jo Fesenmaier, and Aldersperson 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. Written financial update regarding Room Tax Dollars Collected, Financials, current Budget & Disbursements, list of outstanding (unpaid) tourism grants awarded**
- 5. Working Session to identify possible future goals and priorities of the Tourism Commission (*The following items are intended for discussion as part of a Tourism Commission working session. No formal action will be taken.*)**
 - a. Discussion regarding the history and purpose of the Tourism Commission and Room Tax**
 - b. Review and Discussion of historical Tourism Commission expenditures and use of Room Tax revenues**
 - c. Discussion regarding the future goals and priorities of the Tourism Commission**
- 6. Reports**
 - a. Independent Contractor: Heather Jones**
 - b. Tourism Entity: VISIT Lake Geneva**
- 7. 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.