



**TOURISM COMMISSION
MONDAY, February 14, 2022 – 4:00PM (CST)
LAKE GENEVA CITY HALL; COUNCIL CHAMBERS**

THE CITY OF LAKE GENEVA IS HOLDING MEETINGS VIRTUALLY WITH LIMITED CAPACITY IN COUNCIL CHAMBERS TO COMPLY WITH SOCIAL DISTANCING DUE TO THE CORONAVIRUS (COVID-19) PANDEMIC. HERE'S HOW YOU CAN PARTICIPATE:

4:00 p.m.- February 14, 2022 Tourism Commission
Mon, Feb 14, 2022 4:00 PM - 5:00 PM (CST)

Please join my meeting from your computer, tablet or smartphone.

<https://meet.goto.com/623414941>

You can also dial in using your phone.

United States: [+1 \(408\) 650-3123](tel:+14086503123)

Access Code: 623-414-941

AGENDA

- 1) Chairman, Waspi call the meeting to order
- 2) Roll Call
- 3) Comments from the public limited to 5 minutes, limited to items on this agenda
- 4) Approval of the Tourism Commission minutes from January 10, 2022
- 5) Update from Stephanie Copsey (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 Walworth County Visitors Bureau
- 8) Update from Lake Geneva Business Improvement District (BID) on Events, Activity, and Status of Prior Grants Awarded
- 9) Written financial update provided by Comptroller regarding Room Tax Dollars Collected, Financials, current Budget & Disbursements, list of outstanding (unpaid) tourism grants awarded
- 11) Walworth County Visitor and Convention Bureau contract

- 12) Discussion / Action on Tourism Promotional Grant Program and Requests:
- A) Art in the Park (Geneva Lake Arts Foundation)
 - B) Year Round Advertising (Geneva Lake Arts Foundation)
 - C) First Annual Shamrock Shuffle (The Streets of Lake Geneva / BID)
 - D) Fashion Week (The Streets of Lake Geneva / BID)
 - E) Wine Walk (The Streets of Lake Geneva / BID)
- 13) Future meeting agenda items (next meeting date: Monday, March 14, 2022 at 4pm)
- 14) Adjourn

This is a meeting of the Tourism Commission. No official City Council action will be taken; however, a quorum of the City Council may be present.