

TOURISM COMMISSION MINUTES
Monday, February 14, 2022
COUNCIL CHAMBERS, CITY HALL

Meeting was called to order by Vice Chair Trilla at 4:02 p.m.

Roll Call

Present: Vice Chair Dana Trilla, Alderman Hedlund, Alderman Fesenmaier, Zakia Pirzada

Absent: Chair Brian Waspi, Linda Moritz

Comments from the Public limited to 5 minutes, limited to items on the agenda: None

Approval of Tourism Commission minutes from January 11, 2021

Hedlund moved to approve the January 10, 2022 minutes, second by Pirzada. Unanimously carried.

Update from Stephanie Copsey, Independent Contractor for Tourism Commission, Meet at the Lake Promotional Activity

Copsey was encouraged by this month's data and believes we are reaching the right audience with the marketing campaign. She is very pleased with the number of inquiries as this leads to more bookings. The Average Session Duration is actually an INCREASE of 31% (typo of decrease). The Winter Photo Shoot was cancelled due to scheduling difficulties. Copsey wants to add a question in the application/contract that asks which lodging is being booked for the wedding party and guests. She will begin to track and add this data to her monthly report. It was noted that the addition of the Ballroom Revenue by Year is extremely helpful. A big shout out to Commissioner Pirzada for working with Copsey to include this data.

Update from Tourism Entity – Visit Lake Geneva

Deanna Goodwin reported that record crowds attended this year's Winterfest. More visitors are arriving and touring at the beginning of the event on Wednesday. Having the Riviera open as a warming station along with the availability of the restrooms helped tremendously. The Ice Sculpture Walk saw 37 businesses participate with the help of the grant. The event was covered by The Weather Channel.

Deanna reviewed the plethora of data from the packet including the Media Buys which now have live links to the articles and coverage. She introduced Visit's newest hire, Alexandria Bianti-Martinez, as Marketing Manager.

Goodwin also gave the public dates for 2022 Events:

Lake Geneva Restaurant Week – April 23-May 1

Concerts in the Park – Thursdays, June 30-August 11

Electric Christmas Parade – December 3

Update from Lake Geneva Business Improvement District (BID)

Kristi Tarantino, BID Director, introduced the 2022 line-up of new and recurring events from her report. They are looking at using the existing trees in Flat Iron Park for the Tree Lighting Event rather than cutting down live trees each year. Tarantino is working with staff to submit invoices for the outstanding grants.

Written financial update provided by City Comptroller

Balance Sheet as of January 31, 2022

Total Assets \$1,086,522.70

Outstanding Grant Balance \$726,391.75

Restricted (Uncommitted) Fund Balance \$306,608.95

The 2021 Room Tax chart shows no data for October and November under Room Tax Marketplace. Mayor Klein addressed the commission to explain that she personally contacted Expedia to receive a guarantee of payment for those months.

Walworth County Visitors Bureau Payment Schedule No action.

Tourism Promotional Grant Program and Requests:

Art in the Park (Geneva Lake Arts Association)

Nikka Marcicano, President, explained the event will remain in Flat Iron Park with 80 exhibitors. They are asking expand into and close Wrigley Drive this year. There was concern about a missing budget as required in the application. Motion by Fesenmaier, second by Hedlund, to continue to March with a complete application. Unanimously carried.

Year Round Advertising (Geneva Lake Arts Association)

Marcicano further explained this grant application but concerns were heard from the commissioners regarding the budget and who they were marketing to. Motion by Fesenmaier, second by Pirzada, to continue to March with a complete application. Unanimously carried.

First Annual Shamrock Shuffle (The Streets of Lake Geneva/BID)

Kristi Tarantino gave details about this new event from the BID. Motion by Hedlund, second by Pirzada, to approve the grant for \$3,000 specifically for poster, fliers, and WGN advertising. Unanimously carried.

Fashion Week (The Streets of Lake Geneva/BID)

Tarantino had combined all three events in the application due to some potential overlap in marketing materials. She explained that the Streets of Lake Geneva's website has been completely redone with many more details. Commissioners did not feel the budget had enough clarity and were concerned about the list of lodging. Motion by Trilla, second by Hedlund, to continue to March with a complete application. Unanimously carried.

Wine Walk (The Streets of Lake Geneva/BID)

Tarantino introduced the details of this annual event but explained that the event will now be held over two days instead of one. BID has never requested a grant for this event because it was a one-day event not involving overnight stays.

Motion by Hedlund, second by Pirzada, to continue to March. Unanimously carried.

Future meeting agenda items and next meeting date – continued briefly from Parking Manager regarding electric charging stations; Walworth County Visitor and Convention Bureau contract

Monday, March 14 at 4:00 PM

Motion by Hedlund, second by Pirzada, to adjourn at 5:25 p.m. Carried.

Respectfully submitted,
Alderman Fesenmaier, Secretary