

TOURISM COMMISSION MINUTES
Monday, April 11, 2022
COUNCIL CHAMBERS, CITY HALL

Meeting was called to order by Chair Brian Waspi at 4:02 p.m.

Roll Call

Present: Chair Brian Waspi, Vice Chair Dana Trilla, Alderman Hedlund, Alderman Fesenmaier, Zakia Pirzada, Linda Moritz

Non-Voting Members/Staff Present: Mayor Klein, Stephanie Klett, Administrator Nord (online)

Absent: None

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

Approval of Tourism Commission minutes from March 14, 2022

Hedlund moved to approve the March 14, 2022 minutes, second by Trilla. Unanimously carried.

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

Copsey explained that she and her family will be relocating to Cedarburg. The City has scheduled 5 interviews for a replacement. Copsey will be available for 6 weeks of training and will continue her contracted schedule for the next few months.

Stephanie indicated that the winter promotional campaign ended March 15 with a bit of a slowdown in bookings. She is working to target off-peak corporate events. Bookings for 2023 total 17 (an increase to-date over last year) even with the rate increase.

Update from Tourism Entity – Visit Lake Geneva

Deanna Goodwin was promoted to the Vice President of Marketing. Goodwin pointed out a new category on their website called Sips and Snacks which will profile local chefs and include recipes.

Brain Kramp from Fox6 will broadcast live beginning Monday, April 25, for the 8 days of Restaurant Week.

Most significant Earned Media for March was the March 31st article by Forbes Magazine: <https://tinyurl.com/yckrxx2t>

They are adding LinkedIn and Pinterest to their Social Media line up. The Destination Sales Leader, formerly-titled Sale Manager, position was posted today.

RFP numbers continue to steadily increase.

Walworth County Visitors Bureau

No report. Due to staffing changes and re-focus of mission, they will likely not return for grant money or a contract. Note: remove from future agenda unless request received.

Update from Lake Geneva Business Improvement District (BID)

Nikki Faul submitted a written report at the meeting which included upcoming events: Spring Fashion Week, April 27-30, and Streets of Lake Geneva Wine Walk, May 22.

Written financial update provided by City Comptroller

Balance Sheet as of March 31, 2022

Total Assets \$418,945.71

Outstanding Grant Balance \$506, 700.75

Restricted (Uncommitted) Fund Balance \$685,614.30 (amount remains the same from last month)

Grant Application Related Discussion

Motion by Hedlund, second by Moritz, to approve the change in the Grant Application from 45 to a 60-day deadline. Unanimously carried.

Request for Extension of 45-day Limit for Submitting Events Receipts (BID)

BID President Condos expressed concern with the timing of submitting receipts due to their meeting schedules. Klett agreed that 45 days is not much time. The Commission noted that if an extension is needed, groups can request separate extensions for late submissions. Motion by Hedlund, second by Waspi, to pay the Oktoberfest receipts submitted 2/15/22 totaling \$8311.82 and the Holiday receipts submitted 3/25/22 totaling \$6992.24. Unanimously carried.

Tourism Promotional Grant Program and Requests:

Lax Geneva (Lacrosse America)

No appearance by the applicant. No action taken.

Riviera Ballroom Venue Staffing (City of Lake Geneva)

There is no fixed schedule for the transition in this position. Stephanie will train the new hire. Fesenmaier questioned why the money was necessary instead of offering a new contract to Copsey's replacement.

Motion by Hedlund, second by Pirzada, to approve the release of up to \$10,000 for Copsey to use as needed for training the new hire. Carried with Fesenmaier voting No.

Future meeting agenda items and next meeting date – Monday, May 9 at 4:00 PM

Motion by Trilla, second by Pirzada, to adjourn at 5:10 p.m. Carried.

Respectfully submitted, Alderman Fesenmaier, Secretary