

TOURISM COMMISSION MINUTES
Monday, May 9, 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, Alderman Hedlund, Alderman Fesenmaier (arrived at 4:37 p.m.), Zakia Pirzada, Linda Moritz

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

Absent: Vice Chair Dana Trilla

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

Approval of Tourism Commission minutes from April 11, 2022

Hedlund moved to approve the April 11, 2022 minutes, second by Pirzada. Unanimously carried.

Election of Officers

Motion by Hedlund, second by Pirzada, to continue this item to June. Unanimously carried.

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

Copsey went over the data in the Marketing Update in the packet. New 30-day weekday corporate groups, holiday parties, and generating more traffic to the hotel and lodging pages beginning June 1st. Will meet with Heather and the marketing company next week.

Sales Update for bookings is at 61 for 2022 and 19 for 2023, an increase from this period last year. Copsey included data for the Riviera Ballroom Rental and Catering Revenue from 2018-2021 for comparison.

Update from Tourism Entity – Visit Lake Geneva

Deanna Goodwin mentioned the partner meetings and the Three Drivers Educational Series and also the State of the County on June 16, from 7:30-11 a.m. at the Community Engagement Center in Whitewater.

This year's Concert in the Park series will be held on Thursdays, June 30 through August 11, in Flat Iron Park. The line-up is available on the Visit website under the Events tab. Business sponsorships are still available.

Earned Media included "Lake Geneva is a hot spot for great vacations, outdoor activities, shopping and of course food" on Yahoo!News! (4/25/22).

Visitor Center on Wrigley Drive open 7 days each week and now beginning longer summer hours.

The new Local Services Guide publication will arrive for Summer 2022. New Discover Wisconsin TV episode will be filming Lake Geneva this spring and summer with an airing in Fall 2022. Sales manager position is now filled after the decrease of staff due to Covid.

Update from Lake Geneva Business Improvement District (BID)

Kristi Tarantino said first-time event Spring Fashion Week was hugely popular. Third Annual Wine Walk upcoming May 21-22 with great weather predicted. Every grant reimbursement form and paperwork required has been submitted.

Hotels that are not in the BID are being promoted on the website now to address the concerns from previous grants.

Kristi was questioned about the BID focus on “just” events. Tarantino is the events coordinator, so at the Tourism meeting she reports on that. She then launched into a long list of improvement BID is working on including wall murals, bike racks, wheel chair accessibility and charging stations along with the flowers and summer decorations.

Fesenmaier arrived. Zakia asked a question about downtown interactive map mounted at some locations, but there was not information.

Written financial update provided by City Comptroller

Balance Sheet as of April 30, 2022

Total Assets \$164,495.74

Outstanding Grant Balance \$578,673.29

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

Tourism Promotional Grant Program and Requests: None

Motion by Waspi, second by Hedlund, to go into Closed Session at 4:44 p.m. to include Klett, Hedlund, and Singh. Unanimously carried.

Motion by Hedlund, second by Pirzada, to return to Open Session at 4:52 p.m. Unanimously carried.

Motion by Hedlund, second by Pirzada, to extend the remainder of the existing contract from the current Riviera Independent Contractor for the Tourism Commission, without changes, to Heather Schotting. Unanimously carried.

Future meeting agenda items and next meeting date – Monday, June 13 at 4:00 PM

Election of Officers; Living Streaming, sites selected

Motion by Hedlund, second by Moritz, to adjourn at 4:55 p.m. Carried.

Respectfully submitted,
Brian Waspi, Chair and
Alderman Fesenmaier, Secretary