

TOURISM COMMISSION MINUTES
Monday, June 13, 2022
COUNCIL CHAMBERS, CITY HALL

Meeting was called to order by Alderman Hedlund at 4:00 p.m.

Roll Call

Present: Alderman Hedlund, Alderman Fesenmaier, Zakia Pirzada, Linda Moritz, Kevin Singh

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

Absent: Chair Brian Waspi

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

Approval of Tourism Commission minutes from May 9, 2022

Motion by Mortiz, second by Pirzada, to approve the May 9, 2022 meeting minutes.

Unanimously carried.

Election of Tourism Commission Officer (continued from May meeting)

Motion by Zakia, second by Fesenmaier, to nominate Brian Waspi as Chair. With no other nominations, motion by Hedlund, second by Pirzada, to close nominations and elect Brian Waspi as Chair. Unanimously carried.

Motion by Fesenmaier, second by Hedlund, to nominate Pirzada as Vice Chair. Motion by Hedlund, second by Singh, to close nominations and elect Zakia Pirzada as Vice Chair. Unanimously carried.

Motion by Pirzada, second by Moritz, to nominate Fesenmaier as Secretary. Motion by Hedlund, second by Pirzada, to elect Fesenmaier as Secretary. Unanimously carried.

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

Copsey is working with our new hire, Heather Jones, in the transition. Jones could not attend due to illness. Copsey highlighted the Media Marketing data and was delighted to show that the number of inquiries has taken a huge jump. There will be a new social media campaign beginning in July which will focus on weekday corporate events and holiday groups. The bookings continue to increase with 20 contracts signed already for 2023.

Update from Tourism Entity – Visit Lake Geneva

Deanna Goodwin announced that the Impact Awards nominations are now open until August 5 (<https://www.visitlakegeneva.com/impact-awards/>). Concerts in the Park this year will be held on Thursdays from June 30 to August 11 ([visitlakegeneva.com/events/concerts-park/](https://www.visitlakegeneva.com/events/concerts-park/)). This year they are promoting take-outs from the local restaurants and will again have food vendors (3) in Flat Iron Park.

The Today Show will be visiting and taping in the Lake Geneva area next Thursday.

Social Media numbers are increasing with Facebook adding 338 followers and Instagram 189. The Visitors Center experienced a sprucing up outside the building and a refresh inside, too.

Occupancy rates are level or showing an increase month-over-month showing a great bounce-back from the beginning of the pandemic.

Update from Lake Geneva Business Improvement District (BID) – None

Written financial update provided by City Comptroller [City Administrator]

Alderman Hedlund pointed out that the room tax dollars will be received in third quarter which is August.

Balance Sheet as of May 31, 2022

Total Assets [data not included in packet]

Restricted (Uncommitted) Fund Balance [date not included in packet]

Tourism Promotional Grant Program and Requests:

60th Annual Venetian Festival – Lake Geneva Jaycees

Ryan Lasch explained the budget proposal which includes social media (\$5,000), radio ads (\$10,000), and the fireworks show (\$25,000) itself. The marketing will include a new focus on Sunday overnight stays and will include ALL city hotels

(<https://www.lakegenevariviera.com/hotels>). The fireworks range from 18-22 minutes and will be spectacular this year to celebrate their 60th year. Complete budget for fireworks: \$10,000 from the regular City budget, \$15,000 from Jaycees, and \$25,000 from this grant.

Motion by Pirzada, second by Moritz, to award the full \$40,000 for the “best-ever” fireworks grant request. Unanimously carried.

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Future meeting agenda items and next meeting date – Monday, July 11 at 4:00 PM

Motion by Pirzada, second by Singh, to adjourn at 4:39 p.m. Carried.

Respectfully submitted,

Alderman Fesenmaier, Secretary