

**LAKE GENEVA BUSINESS IMPROVEMENT DISTRICT
BOARD MEETING**

**Wednesday, June 2nd -- 9:00 am
Harbor Shores, Lighthouse Room
300 Wrigley Drive, Lake Geneva, WI 53147**

MINUTES

1. Call to order

2. Roll Call

In Attendance: Dimitri, Shari, Beth, Jeanine, Kristi, Speedo and Althena

3. Approval of minutes from last meeting

TR 1st, Speedo 2nd All Approved

4. Comments from the public as allowed by Wis. Stats. §19.84(2), limited to items on this agenda except for public hearing items. Comments will be limited to 5 minutes

Jim Strauss: Businesses who change prices on products should not use a sticker, but print new menus or price tags.

Tammy Christiansen: Snow plow issues should start to be dealt with now to be ready for winter. If we can't figure the plowing out maybe the Mayor could declare a snow emergency so that the roads are clear for plowing. Open store fronts could be used as "Pop up Museums". Christmas idea – Chad left a card with Tammy to create a "Christmas Fairyland", Kristi to follow up with him.

5. City News and Mayor Klein Update

Mayor Klein proclaimed July 13 "Lake Geneva Day". Celebration planned for the re-opening of The Riviera. Ceremony and concert 6 – 8 pm. End of August the "String of Pearls Gala" will be held. Tickets will be sold to benefit the Lake Geneva Fire Department 1st Responder Fund. (A fund to help with the certification process that is paid directly by the 1st responder) Tickets are \$200 for dinner and dance or \$350 for cocktails on a lake home, boat ride over to the Riviera, dinner and dance. Speedo gave kudos to Mayor for the Riviera Project.

6. Appearance of Event Director, Kristi Tarantino, Wine Walk recap, Oktoberfest update, Lake Geneva LIVE, grant approval Oktoberfest

Wine Walk went well. Many positive comments. About \$5,000 was earned for the BID. Oktoberfest plans under way. Signage has been created. Harbor Shores will be the Ground Zero for supplies. Lake Geneva LIVE starts July 11 – Promo starts soon. Discussion on having more than just music. Vendors will be solicited. Beer and Wine offerings will be Topsy Turvy and The Bottle Shop if permits can be obtained. First Fridays are picking up. More flags ordered. Beth has poles at The Bottle Shop. Fliers are at Avant for people to pick up and hang.

7. Appearance of VISIT Lake Geneva

In person meetings are resuming starting June 15, 2021

Restaurant week a success with 23 participating restaurants. Five charity check winners to be announced. Tito's was the new donor for the cheks. \$9,000 will be given away.

Great LG press and visits to website.

8. Appearance of tourism board

No one in attendance. Question that maybe they are not aware they are invited to speak

9. Approval of financials

TR 1st Speedo 2nd All Approve

Wine Walk

543 tickets sold 22 designated driver tickets \$15,000 revenue

\$7257.47 wine cost

\$633.68 Printing

\$1629.00 Never Say Never Donation

\$1000.00 Wendy (design and Promotion costs)

\$4990.67 BID Profit

\$125 Treasure Hut Buried cords

\$39.90 Printing First Friday Flyer

\$600 Lake Geneva Live Music Fees to House of Music

10. New business

Wine and beer permits to be obtained for Lake Geneva LIVE. Kristi to do.

11. Other Business

12. Pay Bills

13. Set Next Meeting date: July 7th at 9am

14. Adjourn

1st Speedo 2nd TR All Approve