

**LAKE GENEVA BUSINESS IMPROVEMENT DISTRICT
BOARD MEETING**

**Wednesday, August 4, 2021 -- 9:00 am
Harbor Shores, Lighthouse Room
300 Wrigley Drive, Lake Geneva, WI 53147**

MINUTES

1. Call to order at 9:04 am

2. Roll Call

In Attendance: Dimitri, TR, Laura, Beth, Jeanine, Kristi, Shari and Speedo

3. Approval of minutes from last meeting

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: Comments on the Financial Audit, “How can you afford an Audit?” Seems there is a lack of internal controls. Any issues may have come from previous boards.

Gary Bourossa of Laser Fusion: Concerned about light limitations on Hwy 50

5. City News and Mayor Klein Update

“String of Pearls Gala” nearly sold out.

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

Lake Geneva Live has one more week. Oktoberfest committee to meet next week. Website ready next week. Permits applied for. Scarecrow Crawl talk underway. Dates, businesses and who to make scarecrows to be determined. Holiday lights: Reindeer, lights? Cocoa Crawl: talk of changing format as concern does this event bring in business to the businesses. Maxwell Street days Aug 27-29.

7. Appearance of VISIT Lake Geneva

Multi Chamber Monthly meeting to be at Black Sheep in Whitewater on Aug 10. Oakfire will hold Visit LG meeting on August 17 at 8 am. Great extended Media highlights for Visit. Website visits are up greatly. They are taking applications for nominations for the annual IMPACT awards

8. Appearance of tourism board

No one in attendance.

9. Approval of financials

Audit report from CLAAconnect was distributed. Speedo: When he became president there was a \$80K deficit. We are running the Board like City Council with transparency.

Before Speedo signs the audit, he would like to get answers on the last three years to help provide answers as the current board is all new. TR 1st Laura 2nd All Approve

10. New business

11. Other Business

12. Pay Bills

13. Set Next Meeting date: September 8 at 9am at the Riviera.

14. Adjourn

1st Speedo 2nd Beth All Approve