

**LAKE GENEVA BUSINESS IMPROVEMENT DISTRICT
BOARD MEETING**

**Wednesday, September 8, 2021 -- 9:00 am
Riviera Ballroom
300 Wrigley Drive, Lake Geneva, WI 53147**

MINUTES

1. Call to order at 9:04 am

2. Roll Call

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

3. Approval of minutes from last meeting

1st Speedo 2nd Laura Approved by all

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

Roger Wolf – Sidewalk Sale weekend traffic was terrible. Questioned as to what marketing was done by BID. The loud cars and music they play are disruptive to the town. Can we do something about it?

Jim Strauss – Thank you for the Audit on the agenda. He is not in support of closing Wrigley Drive or to relocate the boat launch. We need a parking garage,

5. City News and Mayor Klein Update

Mayor welcomed the meeting attendees and took a travel writers group on a tour of the Riviera.

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

Oktoberfest website is live. Goal is to keep people in Flat Iron Park. Topsy Turvey will be hosting the beer tent. Food and other vendors will be giving 20% of revenue to BID. BID is absorbing the costs of pumpkins and bouncy house.

7. Appearance of VISIT Lake Geneva

No report.

8. Appearance of tourism board

No one in attendance.

9. Approval of financials

Dimitri suggested that we have a Business Plan and a Budget. There are three signatures required on each bill prior to submitting for payment.

10. Audit and possible action

Speedo provided an update. Previous Board did not have minutes or contracts with vendors. No evidence of bills or expenditures. When he took over there was \$150,000 unaccounted for of BID funds. Facts were gathered by Mary Jo Fessmeier. Speedo has implanted the BID to be run similar to a city council meeting.

City should be responsible for the Audit as the BID is a committee of the City. The Annual Audit was distributed last month. The current Board is not able to sign off on it as there are questions not able to be answered by them.

Speedo is motioned to request the last 5 – 7 years of BID finances and ask the City to do an audit at their expense for all costs incurred. 1st Speedo 2nd Laura. Approved

11. New business

12. Other Business

13. Pay Bills

14. Set Next Meeting date: October 6, 2021 at 9am at the Harbor Shores.

15. Adjourn

1st Speedo 2nd Beth All Approve