

**LAKE GENEVA BUSINESS IMPROVEMENT DISTRICT
BOARD MEETING**

**Wednesday, October 6, 2021 -- 9:00 am
Harbor Shores, Pelican Room
300 Wrigley Drive, Lake Geneva, WI 53147**

MINUTES

1. Call to order at 9:04 am

2. Roll Call

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

3. Approval of minutes from last meeting

1st Speedo 2nd TR 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

Jim Strauss – Ann Esarco of Avant is interested to serve on BID Board if there is an opening

5. City News and Mayor Klein Update

Plans well underway for a great Oktoberfest. Weather looks great and she encourages all to attend. A New Years Eve party is being held at The Riviera Ballroom. Tickets go on sale Oct. 6, 2021 on Eventbrite. Proceeds will benefit Never Say Never, an all inclusive playground being built.

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

All is set for a great Oktoberfest. Wrigley Drive to close Friday 2 am. Check in table will be located by the stage/pavilion in Flat Iron park. Volunteers still needed. Overnight security has been hired for two nights.

Holiday windows in BID to be completed by November 12, theme is :It's a Wonderful Life" New Holiday décor will be in place. We will not be decorating the light poles this year. Trees and Snowflakes will be done. Motion made to put up lights for holidays. TRst Alethea 2nd all approve.

7. Appearance of VISIT Lake Geneva

Annual Dinner is sold out. Next Partner meeting is Nov. 16, 2021 at 8 am Town Bank. Website traffic up 182%, Great articles and social media being done by the tour writer groups that have come to Lake Geneva. Visitor center has been busy! Including being

open Labor Day weekend. Hotels up 1%. Website is getting redesigned. Podcast and digital shorts are being done.

8. Appearance of tourism board

No one in attendance.

9. Approval of financials

Dimitri presented a budget and made motion to approve. Dimitri 1st TR 2nd .

Dimitri also suggested a newsletter for the member of the BID to inform them of what is going on and what the BID does. Everyone agreed and Beth will provide content to Wendy to create the newsletter.

10. New business

11. Other Business

12. Pay Bills

- a. Lake Geneva Regional News \$169.74
- b. A+ Printing \$233.40
- c. Yunker \$600
- d. Treasure Hut \$25,700
- e. Harris Kal (Santa) \$1485

Motion to book Santa. 1st Dimitri TR 2nd All approved.

13. Set Next Meeting date: November 3, 2021 at 9am at the Harbor Shores.

14. Adjourn

10:19 am 1st Speedo 2nd Beth All Approve