

**LAKE GENEVA BUSINESS IMPROVEMENT DISTRICT
BOARD MEETING**

**Wednesday, November 3, 2021 -- 9:00 am
Harbor Shores, Pelican Room
300 Wrigley Drive, Lake Geneva, WI 53147**

MINUTES

1. Call to order at 9:00 am

2. Roll Call

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

3. Approval of minutes from last meeting

1st Speedo 2nd Dimitri 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

Jill Rodriguez of Rotary – Octoberfest great event, but sponsorship fees should be reviewed. They donated near \$2,000 of the food cost and that money could be used much better in the community by this volunteer organization vs. going to the BID.

Roger Wolf – Great event, but maybe to host two weekend events surrounding Octoberfest. People aren't shopping the way they have in the past.

5. City News and Mayor Klein Update

New Years Eve event being held at the Rivera, buy your tickets. There is a potential increase in taxes, but will be minimal.

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

Thank you for a great Oktoberfest. There is a schedule for Santa to be at local businesses during December. Window theme is "It's a Wonderful Life" many businesses signed up. Looking for more tourism money. Holiday décor will be snowflakes and wreaths on every other post in the BID, décor to be up by Nov. 13.

7. Appearance of VISIT Lake Geneva

Electric parade will be Dec. 4, still need volunteers. Winterfest is back to full participation of 15 teams. Lots of publicity in publications. Website traffic continues to grow. Holiday promotional campaign to be launch through December. Visitor Guide set to publish late December.

8. Appearance of tourism board

No one in attendance.

9. Approval of financials

Approval of wreath and snowflakes 1st Speedo 2nd TR, all approve.

10. New business

11. Other Business

Discussion/Approval of (4) BID Board Positions

12. Pay Bills

- a. Blow Up Drama \$1247
 - b. Dan Patett Ponies \$2600
 - c. Banners \$220
 - d. Facebook Posts (Wendy) \$380.95
 - e. Harris Kal (Santa) \$595
 - f. Rental \$4846.40
 - g. House of Blues \$4975
 - h. Glakss Produce (pumpkins) \$196
 - i. Event Zing \$625
 - j. Meeting Ventures (Costume) \$132.18
 - k. A+ Printing \$530.27
 - l. Lake Geneva Regional News \$1322.26
 - m. Reindeer (deposit) \$480
 - n. Speedo to sponsor Badger HS music program
- All approved.

13. Set Next Meeting date: December 1, 2021 at 9am at the Harbor Shores.

14. Adjourn