

**LAKE GENEVA BUSINESS IMPROVEMENT DISTRICT  
BOARD MEETING**

**Wednesday, December 1 -- 9:00 am  
Harbor Shores**

**Minutes**

- 1. Call to order** at 9:04 am
- 2. Roll Call** TR, Dimitri, Jeanine, Beth, Alethea, Laura, Shari
- 3. Approval of minutes from last meeting** 1<sup>st</sup> Alethea, 2<sup>nd</sup> TR
- 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**
  1. Jim Strauss – Thanksgiving is a time to be thankful and Christmas relationships – Thank you BID board for being a great participant and working hard despite criticism.
- 5. City News and Mayor Klein Update** – Mayor out of town
- 6. Appearance of VISIT Lake Geneva**

Partner meeting December 21 at 8 am and will present Impact Awards  
Electric Parade December 4 at 5:00 pm  
Lots of great outside publicity  
Website traffic up – other data not available as it is only the 1<sup>st</sup>.
- 7. Appearance of Event Director, Kristi Tarantino Updates**
  - a. Oktoberfest Final**

Expenses came in under budget  
Attendance estimate at 10,000 people  
Looking at changing hours next year  
Will add more overnight security next year  
Road closed worked out ok  
City was great to work with
  - b. FINAL 2022 Event's & Grant Schedule review**

\$12,000 Received, \$9,000 used, \$3,000 returned and then \$1,400 requested for Holiday décor.
  - c. Event/Sponsor position 2022**

Kristi's contract will be discussed in January 2022
  - d. Marketing budget increase**

Wendy who handles the social media and marketing will have here contract renewed and duties increased.
- 8. Approval of financials** Beth 1<sup>st</sup>, Laura 2<sup>nd</sup> All Approve

## **9. New business:**

### **a. Street Cleanliness & reports (Shari)**

Thomas George, business owner has had multiple times of cleaning up after people in the morning following bar time. This has become an issue. BID suggestion of having Mike who waters the flowers in the early am on Friday and Saturdays to also hose off the sidewalks too that are affected. His salary would be increased to do so.

### **b. Refer the proposals for the BID Forensic Audit for selection and to identify funding, to the BID board.**

No Action at this time

## **10. Other Business**

JOY sign at Flat Iron Park needs to be moved per the City as we did not have a permit to install. Kristi will check with City as to where it can be put.

We are not going to install the Ice Rink this year.

## **11. Pay Bills**

### **Octoberfest 1<sup>st</sup> Beth 2<sup>nd</sup> Laura All approve (TR abstained)**

Topsy Turvy -\$500

City of Lake Geneva \$117 (clean Up)

Dousman Transportation \$958

Wendy \$500 (Facebook Boost)

Craft Fair Labor \$100

Badger High School Band \$1000

### **Holiday Bills 1<sup>st</sup> TR 2<sup>nd</sup> Laura All Approve**

WisconValley \$1295.85

City of Lake Geneva (voting boxes) \$119.85

Milliren Productions \$200 (3 songs at tree lighting)

House of Music \$1,200 (Sound equipment set up/use)

A+ Printing \$509.29 (Window ballots)

Santa at tree lighting \$125

Balloon Décor \$896.75

WLKG \$1,800

## **12. Next Meeting date: January 5th 9am**

## **13. Adjourn at 11:00 am**