

**LAKE GENEVA BUSINESS IMPROVEMENT DISTRICT
BOARD MEETING
Wednesday, March 2nd -- 9:00 am
Harbor Shores
MINUTES**

1. Call to order at 9:04 am
2. Roll Call: Speedo, Shari, Laura, Janine, Beth, Dimitri, TR
3. Approval of minutes from last meeting TR 1st, Dimitri 2nd
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 3 minutes
 - a. Jim Strauss – Regarding the murals, what will be on the murals and good artists are difficult to find. He also is seeing that Richmond, IL is paying close attention to what Lake Geneva is doing. They can't duplicate exactly as the State does not allow for a BID.
 - b. Kate Meyer of Geneva Tower – Two Boat slips are being charged BID taxes. Can we find out why and how to change? Speedo suggested that the Committee of the Whole be her starting point to get answers.
 - c. Roger Wolf – Suggested extending the pay to park as free to attract more visitors, a bit of discussion occurred – Council feels parking is confusing, only locals know parking free parking times, downtown employees park in free lots and not on the streets. If we had a better parking program Lake Geneva would be a more friendly and inviting town. This would more of reason to be here and spend the night.
5. City News and Mayor Klein Update – Mayor out of town
6. Appearance of VISIT Lake Geneva – Meetings being held via Zoom at this time. Website traffic is up 30% from last year. Restaurant Week is April 23- May 1, no cost just trying to get all involved. Concerts in the Park are all set with Music set for Thursdays at Fat Iron Park. There was more discussion on parking concerns. Winterfest is set for Feb 1 – 5, 2023.
7. Appearance of Event Director, Kristi Tarantino Updates
Shamrock Shuffle has 30+ participants. Wine Walk only six spots for stores to participate. Fashion week is April 27 – 30.
8. New business:
 - a. mural update from Alethea and Janine
table until next month
Bills:
 - b. Event bills
9. Other Business
10. Set Next Meeting date: April 6th 9am