

LAKE GENEVA BUSINESS IMPROVEMENT DISTRICT
BOARD MEETING
Thursday, April 14th – 9:00am
Harbor Shores (TBD)
Minutes

1. Call to order at 9:01 am
2. Roll Call Dimitri, TR, Janine, Alethea, Shari, Beth, Laura (Nicki, Kristi, Wendy)
3. Approval of minutes from last meeting Dimitri 1st, TR 2nd All approve
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. Chris Brooks LG public Library – Partnership with Story Core on oral histories all over the US. Public Stories from the public welcome. Join in the program May 1, 12:30-2 pm
 - b. Letter from Mary Jo Fessmier regarding bike Racks. We don't have many bike racks, yet bikes are popular among the visitors and locals. TR is going to look into cost and locations of where bike racks could be installed. All agreed this is a good idea.
5. City News and Mayor Klein Update
 - a. Kudos to Mayor Klein for re-election from Speedo
 - b. Year Round parking is not going to happen
 - c. Mayor signed contracts for work at Edwards Blvd and Bloomfield Road, renovation at Veterans Park (Money from tourism commission)
 - d. Discussion on an employee shuttle bus for downtown employees to alleviate parking congestion. Speedo and Mayor to start that conversation.
 - e. Shuttles great for large downtown events
6. Appearance of VISIT Lake Geneva
 - a. Monthly partnership meetings back to in person
 - b. Many new ribbon cuttings of new businesses
 - c. Restaurant week coming soon. Good PR to make it big success
 - d. Concerts in the Park are all set
 - e. Electric Christmas Parade is December 3
 - f. Lots of great publicity for Lake Geneva
7. Appearance of Event Director, Kristi Tarantino Updates
 - a. Fashion Week – free event except for VIP show at Edie. Many stores offering specials.
 - b. Wine Walk ½ way to our ticket sales goal. Walk is May 22, noon – 5 pm. Check in Saturday 3-5 pm or Sunday starting at 10 am at The Bottle Shop
 - c. Fall events are coming together, meeting each week to plan
 - d. Holiday Theme is “Twelve Days of Christmas”
 - e. Another wine walk to be held in January 2023 a beer crawl in March 2023
8. New business:
 - a. mural update from Alethea and Janine
 - i. 5-6 owners are interested in a mural. A package is being put together
 - b. Suggestion to meet every two weeks or set up electronic signature payments for vendor bills. Pre-pay some event bills discussion, especially media bills with a grant attached to expediate grant reimbursement
 - i. Speedo attended the Tourism Commission meeting to extend our payout of a bill that was delayed in being paid. They extended but from now on only a 60 day extension will be allowed. Kristi suggested we get bills paid faster so there is no delay in payment. It was

decided we are all in a close distance and getting the three signatures on an outstanding bill isn't difficult and can be done.

- c. Hotel promotion discussion. Can the BID promote hotels outside the BID per tourism commission? To vote on this
 - i. At the Tourism meeting, it was requested of the BID when we request money to promote other hotels than BID hotels. A discussion ensued that as an organization who is funded by tax dollars from businesses within the BID, these businesses need to be our focus. We however understand the partnership within the Lake Geneva community and we all really have the same goal, happy locals and tourists which are all good for the area. While we don't discourage other hotels, our first priority is BID properties. It is a natural flow for all that we support each other.
- d. Hotel discussion. Can the BID get a tracking link from hotels we do promote
 - i. We will reach out to see if hotels have documentation if they are getting stays because of BID events

9. Pay Bills:

- a. Event bills, WGN is only grant related bill this round
 - i. Arborist said it is ok to leave lights on trees year round. Saves us \$9,000 annually
 - ii. Holiday light proposal for new Christmas décor \$34,720
 - iii. We want to get a sleigh to be at Flat Iron Park for photo opportunity, Dimitri looking into budget for money to fund.
 - iv. Wendy's contract was not correct. A commission clause was added and an updated contract was signed. Dimitri 1st, Alethea 2nd All approve
 - v. Bills Treasure Hut \$34,720 1st Speedo, 2nd TR All approved
 - vi. Prepaid bills 1st Beth 2nd TR
 - 1. Indeed Ad \$590
 - 2. A+ Printing posters \$32
 - 3. WGN (fashion week) \$750
 - 4. Debra Lopez PR \$500
 - 5. WIX Web hosting for three years \$300
 - 6. House of Music Octoberfest deposit \$5472.50

10. Other Business

- a. Directory of BID businesses – Nicki & Kristi are visiting businesses to help them to understand BID. They will prepare a fact sheet to bring to businesses and report back to us at 5-4-22 meeting.

11. Next Meeting date: May 4th 9am

12. Adjourn 1st Beth, 2nd Dimitri 10:55 am