

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

1. Call to order 9:04 am
2. Roll Call (Speedo, Laura, Shari, TR, Beth, Janine, Alethea, Dimitri)
3. Approval of minutes from last meeting Motion TR, 1st Laura, 2nd Alethea
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 – City created parking group and they don't allow the public into the meetings. The BID should know what is going on to let the people know.
5. City News and Mayor Klein Update
 - a. "Winter is cancelled" lol because the weather is so good.
 - b. IDEA – we want customers/visitors to come back. Idea of businesses getting together to offer parking vouchers to good customers. An annual parking sticker is \$80.

Laura contacted State regarding Resort tax. The rate is ½%. ¼% is enough to cover the bills and the other could be used to save for a parking structure.

Speedo is on Parking Committee. Today is the first meeting. Dave Nord, city Administrator is assembling the committee. What has the city done for employee parking?

Mayor Klein suggested the BID look into a parking shuttle for employees.

Speedo said this isn't just a BID issue. Nothing has been done. We should look into Trolly's that transport employees from larger parking areas – HS, Lot by Home Depot from parking money.

Shari said parking is an issue for events at the Riviera.

Janine suggested we prioritize for a parking structure which in the past was voted down by tax payers.

Mayor said finance meeting is open to the public

Alex of Visit suggested we look into a grant for Trollys for employees.
6. Appearance of VISIT Lake Geneva
 - a. Electric Christmas parade is December 3 – no cost for a float, just sign up
 - b. Winterfest Feb 1 – 5
 - c. Ice Sculptures will be 4th year. Hoping for money from tourism commission to offset cost. There are 50 spots available.
 - d. Social media and website visits are up
 - e. Next Monthly meeting is at Timber Ridge Lodge November 15 at 8 am

7. New business:

- a. Parking meter increase for 2023 update
- b. Mural Update
 - i. Committee met. They will start process in spring 2023. The idea is to produce four murals at the same time and make it a big event for the public
- c. BID processes in 2023
 - 1. We want to do the best we can and do less, but better
 - 2. We need to prioritize events
 - 3. Director Position? We will meet in closed session 12-8-22 to discuss
 - ii. Field complaints
 - iii. Preparation of meetings
 - iv. Minutes
 - v. Questions and concerns
 - vi. BID's mission, beautification committee with one event, Oktoberfest
 - vii. Are we a Marketing committee? Wendy is our Marketing person for 2023.
 - viii. Any other events?

8. Pay Bills

- a. Area Rental \$696.06
- b. Wisconsin Valley \$1866.79
- c. Copies + \$1881.
- d. Clean Team \$1070
- e. Wisconsin Balloon Décor \$395.63
- f. Underwood Event Staff \$2550 (51 hours)

9. Other Business

- a. Alethea suggested an idea for planters: Each planter would be adopted by a business, family or organization. They would be responsible for planting and maintaining. There could be a contest for different categories. We will discuss later.

10. Next Meeting date: Thursday December 8th 9am (Note date change)