

TOURISM COMMISSION MINUTES
Monday, February 8, 2021
COUNCIL CHAMBERS, CITY HALL

Meeting was called to order by Vice Chair Trilla at 4:05 p.m.

Roll Call

Present: Vice Chair Dana Trilla, Alderman Hedlund, Alderman Fesenmaier, Zakia Pirzada

Absent: Chair Brian Waspi, Linda Moritz

Comments from the Public limited to 5 minutes, limited to items on the agenda: None

Approval of Tourism Commission minutes from January 11, 2021

Hedlund moved to approve the January 11, 2021 minutes, second by Pirzada. Unanimously carried.

Update from Stephanie Copsey, Independent Contractor for Tourism Commission, Meet at the Lake Promotional Activity

Copsey restructured and presented a detailed, written report which included future initiatives, website analytics, and sales update summary across multiple years. The 2nd Annual Winter Bridal Expo on January 23 was hugely successful with over 250 in attendance plus another 1,000 accessed virtually. Copsey captured 1000 emails for eblast follow up and 3 potential bookings (where last year there was only 1). Next year's venue will be the Riviera again.

Stephanie asked for a separate, additional \$5000 line item for marketing.

Copsey was asked about adding a calendar to the website.

Update from Tourism Entity – Visit Lake Geneva

Deanna Goodwin, Visit Lake Geneva Director, gave highlights from the January 2020 report. Winterfest was a huge success with 11 teams participating. Twenty-six downtown businesses displayed Ice Sculptures thanks to the Tourism grant. The bonfire on the beach was cancelled due to cold, and there were Hovercraft engine problems. There was even more media attention this year, and website views for Winterfest were up 15% from last year. Goodwin mentioned the Facebook scamming of the event. Unfortunately, the Boy Scouts did not offer hot beverages close to the Flat Iron Park location this year. Other vendors were permitted, though this might have posed a conflict with the established businesses on the streets of downtown Lake Geneva. Visitor Center Activity will be reported with the February totals to reflect Winterfest.

Hotel occupancy was down for December as was expected due to the pandemic.

In the RFP Sales Report, Goodwin added the general category/contract type as suggested last month. The Properties Sourced column lists specific hotels that received the RFPS (not VISIT) directly from the event planners.

Update from Lake Geneva Business Improvement District (BID) None

Written financial update provided by City Comptroller

Chair Trilla highlighted that there is approximately \$10,000 left for grants until the next quarter.

Walworth County Visitors Bureau Payment Schedule

Unofficial staff changes. No action.

Tourism Promotional Grant Program and Requests:

Grand Mission: Flow Fest No action.

Wisconsin Valley Media Group: Digital Marketing Campaign

Reviewed the updated and completed October 25, 2020 to January 24, 2021 data report.

Ireland asked if the Commission would schedule discussion and create an RFP for future campaigns as suggested by Alderman Fesenmaier.

Baker House: Ice Bar

Their grant was re-submitted and revised to extend to March 6. Motion by Hedlund, second by Pirzada, to approve the grant for \$2,000. Unanimously carried.

2nd Annual Pub and Grub Crawl – Lake Geneva Jaycees

They are moving the event earlier in the year to May 14 through 16. Last year's grant amount was \$9300 though only \$8800 expenses were submitted. Motion by Hedlund, second by Pirzada, to approve the new grant amount of \$10,000 for marketing. Carried.

2021-2022 Off-Peak Riviera Promotion – Stephanie Copsey

November through April for room discounts NOT marketing efforts. Reimbursement will happen at the end of the cycle including a report evaluating the results of the promotion.

Motion by Pirzada, second by Hedlund, to approve up to \$4692. Unanimously carried.

Youth Lacrosse Tournament – Lacrosse America

6th Annual sports competition on July 24 and 25 in Delavan. Detailed media and marketing plan – grant amount \$8,000. Concerns and discussion centered on the hotels listed and location of the event. Motion by Fesenmaier, second by Hedlund, to continue to the March meeting. Unanimously carried.

Future meeting agenda items and next meeting date – set up parameters for sharing RFPs (from January); RFP for social media/eblast campaign for Riviera; Lacrosse America grant application

Monday, March 8 at 4:00 PM

Motion by Hedlund, second by Pirzada, to adjourn at 5:24 p.m. Carried.

Respectfully submitted,
Alderman Fesenmaier, Secretary