



**TOURISM COMMISSION
MONDAY, March 8, 2021 – 4:00PM
LAKE GENEVA CITY HALL; COUNCIL CHAMBERS**

THE CITY OF LAKE GENEVA IS HOLDING MEETINGS VIRTUALLY WITH LIMITED CAPACITY IN COUNCIL CHAMBERS TO COMPLY WITH SOCIAL DISTANCING DUE TO THE CORONAVIRUS (COVID-19) PANDEMIC. HERE'S HOW YOU CAN PARTICIPATE:

4:00 p.m. March 8, 2021 Tourism Commission
Mon, Mar 8, 2021 4:00 PM - 5:00 PM (CST)

Please join my meeting from your computer, tablet or smartphone.

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AGENDA

- 1) Chairman, Waspi call the meeting to order
- 2) Roll Call
- 3) Comments from the public limited to 5 minutes, limited to items on this agenda
- 4) Approval of the Tourism Commission minutes from February 8, 2021
- 5) Update from Stephanie Copsey (Independent Contractor for Tourism Commission) Meet at the Lake Promotional Activity
- 6) Update from Tourism Entity (VISIT Lake Geneva) on Promotional Activity, Calendar, and Hotel Performance
- 7) Update from Lake Geneva Business Improvement District (BID) on Events, Activity, and Status on Prior Grants Awarded

- 8) Written financial update provided by Comptroller regarding Room Tax Dollars Collected, Financials, current Budget & Disbursements
- 9) Discussion/ Action on Event Coordinator marketing budget for 2021
- 10) Update and discussion /possible action on agreement between Walworth County Visitors Bureau
- 11) Discussion / Action on Tourism Promotional Grant Program and Requests:
 - a) Phlowfest / “Grand Mission” (continued)
 - b) Lacrosse America 2021 (continued)
 - c) WH&LA Wisconsin Hotel & Lodging Assoc. 2021 Conference & Trade Show
 - d) Two events at Riviera Ballroom (Charlene Klein)
- 13) Discussion/ Action; Request for Proposals (RFP) for social media / e-blast campaign for Riviera.
- 14) Discussion / Action on Parameters for sharing event Request for Proposals (RFP) with hotels within city limits of Lake Geneva.
- 15) Future meeting agenda items (next meeting date: Monday, April 12, 2021 at 4pm)
- 16) Adjourn

This is a meeting of the Tourism Commission. No official City Council action will be taken; however, a quorum of the City Council may be present.