



SPECIAL TOURISM COMMISSION
Tuesday, March 23, 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 23, 2021 Tourism Commission Tues, Mar 23, 2021 4:00 PM - 5:00 PM (CST)
Please join my meeting from your computer, tablet or smartphone.

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You can also dial in using your phone.
(For supported devices, tap a one-touch number below to join instantly.)

United States: +1 (872) 240-3412

- One-touch: <tel:+18722403412,437779189#>

Access Code: 437-779-189

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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 March 8, 2021
- 5) Discussion / Action on Tourism Promotional Grant Requests for Two Events at the Riviera Ballroom (Charlene Klein) Continued from March 8, 2021 meeting
- 6) **Motion to go into Closed Session** pursuant to Wis. Stat. 19.85(1)(e) for the purposes of deliberating or negotiating the purchase of public properties, the investing of public funds, or conducting other specified business whenever competitive or bargaining reasons require a closed session regarding:
Walworth County Visitors Bureau Agreement
- 7) **Motion to return to open session** pursuant to Wisconsin Statutes 19.85 (2) and take action on any items discussed in closed session
- 8) 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.*

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

Meeting was called to order by Vice Chair Trilla at 4:00 p.m.

Roll Call

Present: Vice Chair Dana Trilla, Chair Brian Waspi (via GoToMeeting), Alderman Hedlund (appeared in person at 5:50 p.m.), Alderman Fesenmaier, Zakia Pirzada

Absent: Linda Moritz

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

Approval of Tourism Commission minutes from February 8, 2021

Pirzada moved to approve the February 8, 2021 minutes, second by Trilla. Unanimously carried.

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

Copsey reviewed her written report from the packet highlighting the website analytics of a 39% increase of site visits over the previous month including 43 active inquires via email. The bounce rate of 53% is high but will be worked on in the coming month.

Copsey will add the 2018 with comptroller help on sales chart to give a pre-COVID comparison.

Update from Tourism Entity – Visit Lake Geneva

Deanna Goodwin, Visit Lake Geneva Director, presented her February 2021 report. VISIT is moving forward with Restaurant Week from April 24 to May 2, 2021. There will be continued consciousness regarding the Pandemic with take-out options and outdoor dining. Local restaurants are currently signing up to participate.

Concerts in the (Flat Iron) Park will return this year on Thursdays from July 1 to August 12.

Goodwin is reporting an optimistic return of the tourists as there is an uptick in planning as people become more comfortable with travel.

In October the Society for American Travel Writers will hold their convention in Milwaukee. Lake Geneva has been chosen as a tourist showcase that the SATW will visit.

Update from Lake Geneva Business Improvement District (BID)

Kristi Tarantino, Executive Director, gave a verbal report. There was a soft launch of a new event called First Fridays encouraging local shopping from 5:00 to 8:00 p.m. with in-store demonstrations and store specials. The plan is continue this all year with 30 businesses participating to date.

The annual Wine Walk will be held Sunday, May 9 from 1:00 to 4:00 p.m. The event was cancelled in 2020 due to COVID. It is a ticketed event for sample wine in downtown businesses. BID is planning early for the annual Oktoberfest on October 9-10. In 2021 the event will be spread out across the downtown with NO street closures. Children's activities will be located in Flat Iron Park, Beer Garden, and Craft Fair.

Tourism Grant awarded in January 2020 still has outstanding receipts of approximately \$200.

Written financial update provided by City Comptroller

Although money will not be moved into the Tourism section of the City Budget now until September, according to Karen Hall, there will be \$100,000-\$200,000 left unencumbered for the balance of this year.

Event Coordinator Marketing Budget for 2021

Copsey explained she splits the \$5000 budget with the Lakefront Harbormaster. The marketing proposals were discussed from the packet page. Motion by Waspi, second by Pirzada, to grant Option 1 not to exceed \$5000. Unanimously carried.

Walworth County Visitors Bureau Agreement

Board members Berlin, Crist, and Gaffey appeared before the Commission to encourage the signing of the proposed contract with the WCVB. There was some concern by Commissioners regarding the change in staff, but Board members gave their assurance that they were in the process of hiring which would not have a significant impact on the services in the agreement. Motion by Fesenmaier, second by Pirzada, to have the City Attorney complete the contract to share and for editing by Nord, Waspi, and Pirzada. Unanimously carried.

Tourism Promotional Grant Program and Requests:

Phlow Fest – Grand Mission

Reviewing the current application and new paper packet presented at the meeting, there is support for the event. Motion by Waspi, second by Trilla, to award \$10,000 for website development. The understanding is Grand Mission will re-submit a complete application and show approved permits from the City for any additional funding. Carried.

Youth Lacrosse Tournament – Lacrosse America

6th Annual sports competition on July 24 and 25. With 75-90 teams participating and up to 5500 spectators, 95% will be arriving from out of the area. Motion by Pirzada, second by Waspi, to award the \$8,000 grant request. Their marketers are required to promote the complete list of City proper hotels, motels, and B&Bs **first** before extending promotion to accommodations outside the City limits. Unanimously carried.

Wisconsin Hotel and Lodging Association 2021 Conference and Trade Show – WH&LA

A detailed application was submitted and reviewed briefly. Motion by Waspi, second by Pirzada, to award \$2400 as requested. Unanimously carried.

Riviera Ballroom Events – Mayor Klein

Mayor Klein submitted an application for a Riviera Events Office, Wall of History, and Big Band Events for \$68,000. Due to time, motion by Fesenmaier, second by Pirzada, to continue to the April meeting with the understanding that each event will be submitted separately. Carried.

Due to lack of time, motion by Fesenmaier, second by Hedlund, to continue Item 13 Social Media RFP and Item 14 RFP Sharing Parameters. Unanimously carried.

Future meeting agenda items and next meeting date – Monday, April 12 at 4:00 PM

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

Respectfully submitted,
Alderman Fesenmaier, Secretary



Lake Geneva

**City of Lake Geneva Tourism Commission
Tourism Promotion Grant Application**

Date Submitted: 3 - 1 - 2021

Organization: CITY OF LAKE GENEVA

Contact Person: MAYOR CHARLENE KLEIN

Phone Number: 262 - 248 - 3673

Street Address: 626 GENEVA ST.

City, State, Zip: LAKE GENEVA, WI 53147

Email Address: mayor@cityoflakegeneva.com

Name of Event: - RIVIERA ENHANCEMENTS - EVENTS OFFICE (FIRST FLOOR)
AND HISTORY WALL - JULY 15 OPEN HOUSE

Date(s) of Event: - ALSO TWO EVENTS (TICKETED) - AUG. 26 & NEW YEARS EVE
- FEATURING BIG BANDS

Location of Event: RIVIERA BALLROOM & FIRST FLOOR

Type of Event: CULTURAL & EVENT PLANNING
(Festival, Cultural, Convention, Tour, Sporting, Other)

Estimated Number of Attendees: 600 (TICKETED EVENTS) OFFICE - INMEASURABLE

Estimated Number of Overnight Stays: TBD

Annual Event (Yes/No): TBD

Event/Initiative Start Date: N/A

Event/Initiative End Date: N/A

Note: Marketing materials & paid receipts to be sent *no later* than 45 days after the end date.

Grant Amount Requested: 68 K

Provide as attachment the following:

- 1) Event Overview/Description
- 2) Event Budget (Include how grant funds will be used)
- 3) Mock-up of Marketing Material to include City of Lake Geneva Logo
- 4) Marketing plan for the event
- 5) Any other helpful information

**Please send the completed application with required
additional information to CityAdmin@cityoflakegeneva.com
and cc: DeputyClerk@cityoflakegeneva.com**

The Big Reveal at the RIV! The Riviera Ad Hoc Committee is planning a Community Open House on Thursday, July 15th. We will invite our residents and visitors to see the newly renovated ballroom and first floor. Details/exact time are being refined. There will be no charge for this day-long event, however, we may incur some printing and marketing costs. Estimated \$3K max.

Riviera Events Office:

This is a 500 square foot space on the first floor off the east corridor where our events coordinator can meet with potential lessees of the ballroom facility. This area will provide the events planner with a professional setting to meet with couples, conference planners, etc. There will be an opportunity for our preferred vendors to display collateral material, and there will be photos of the newly renovated ballroom on display as well as a round banquet table setting that passers-by can view from the large window. I feel that this Riviera "showcase" of sorts will generate a multitude of business for the ballroom and consequently unlimited overnight stays in Lake Geneva hotels. Estimated associated costs: \$15K

Wall of History:

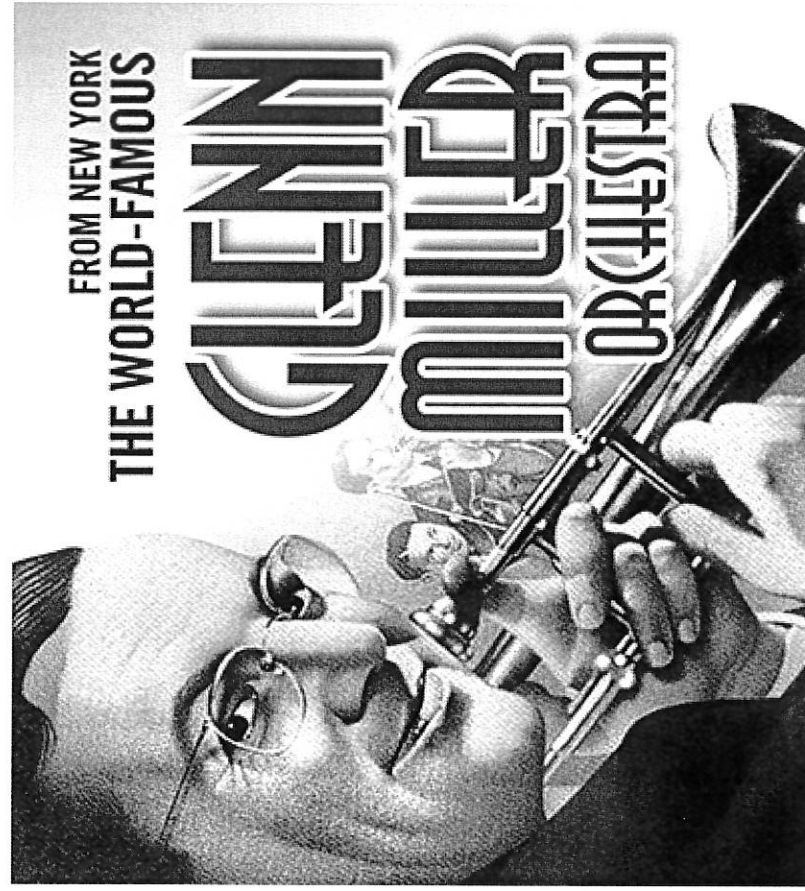
A wall of historical photos and information of the Riviera to be displayed in the new west corridor highlighting the fascinating history of the Riviera building, including the architect, James Roy Allen, and the many famous performers who have graced the stage, such as the Glenn Miller Orchestra, Lawrence Welk, Louis Armstrong, and in later years, Stevie Wonder and Chaka Kahn just to name a few. We will also include photos from the construction in 1932, etc. Estimated Associated costs: 15K

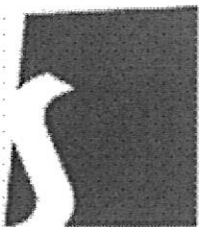
Big Band Events:

The Riviera Ad Hoc Committee has given the go ahead to investigate two ticketed events to celebrate the history of the RIV. One at the end of August featuring the Glenn Miller Orchestra, (who played at the RIV in the 1930's and 40's) to coincide with the late August completion of the building in 1932, which of course we would focus on in our marketing materials.

The other event is a New Year's Eve Gala, potentially featuring the Swing Band, Swing Nouveau, who are terrific and wear Zoot Suits for their performance. (FYI – we will plan even more events of other kinds in the coming years for all age groups as well as free events for the community.)

Estimated Associated costs for both events for marketing, orchestra fees, decorating, etc.: 35K – most of which I would hope we would recoup in ticket sales and I plan to seek sponsorships. This grant would provide the seed money to pay deposits for the orchestras, and begin the marketing plan. Will work with city hotels to coordinate a package including ticket/overnight stay.





SWING
nouveau

"Swing so cool it's hot"

Swing Nouveau

Saxes



Dave Renaud Leader, Bari sax and Clari

Dave started because of his passion for the big band sound. Through years, we have put together an outstanding group of musicians with the desire. "There's something magical when we play and get the foot a go. Watching everyone enjoy watching what we do on stage makes it all worthwhile."

Ben Olson Lead Alto

Ben teaches at UW Parkside and has been a solid leader to the section for more years. Ben's talent far exceeds his laid back attitude. You would never know how a guy gets when you put that horn in his hands.



Nada Mitich Alto sax and Clarinet

Nada has been with the band almost since Day One. Mild mannered med tech by day, when she puts on her suit and two tones she lets loose her inner swingin' cat.

Tom Hackbart Te

Tom is one of the original members of the band. As an attorney, accustomed to wearing a suit, Just not one that glows in the dark the two tones go with anything"



Pat Odell Lead Tenor sax

Pat joined the band a year after we started. He has been a key person and outstanding soloist. His drive and experience have helped set the band apart from the others