

TOURISM COMMISSION MINUTES  
Monday, March 23, 2021 – SPECIAL Meeting  
COUNCIL CHAMBERS, CITY HALL

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

**Roll Call**

**Present:** Chair Brian Waspi, Vice Chair Dana Trilla, Alderman Hedlund, 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 March 8, 2021**

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

**Promotional Grant Requests for Two Events at the Riviera Ballroom – Mayor Klein**

This item was continued from the March 8<sup>th</sup> meeting due to lack of time. The grant is actually 5 proposals not two as listed on the agenda. Klein explained the grant: Open House on July 15, Riviera Events Office, Wall of History, Big Band Events including the Glenn Miller Orchestra in August and a New Year's Eve Gala with music. Motion by Pirzada, second by Hedlund, to approve the \$68,000 grant. Motion to amend by Fesenmaier to separate out and discuss each event separately. Motion has no second. Fesenmaier is concerned with the cost of the Big Band Events (\$35,000). Klein explained that those events will raise money for the City; hoping for \$150,000 profit although ticket prices have not been set yet. Fesenmaier also felt the Open House should be targeted for the residents who bore the cost of the Riviera renovations; advertising would be free then because the City has many avenues to communicate to the community about the Open House. Commissioners expressed support for the five events because they all will target visitors and potentially increase room stays. Motion passes: 4 in favor, 1 opposed.

**Closed Session: Walworth County Visitors Bureau Agreement**

Motion by Waspi, second by Trilla, to go into Closed Session at 4:25 p.m. including Mayor Klein, and two Board members from the Visitors Bureau. Unanimously carried by roll coll.

Motion by Waspi, second by Trilla, to return to Open Session at 4:50 p.m. Unanimously carried by roll call vote.

Motion by Hedlund, second by Waspi, to continue Item #6 to the May 10 meeting with an updated list of services and costs. Unanimously carried.

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

Motion by Hedlund, second by Pirzada, to adjourn at 4:52 p.m. Carried.

Respectfully submitted, Alderman Fesenmaier, Secretary