# TOURISM COMMISSION
## MONDAY, April 12, 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. April 12, 2021 Tourism Commission
Mon, Apr 12, 2021 4:00 PM - 5:00 PM (CDT)

**Please join my meeting from your computer, tablet or smartphone.**
https://global.gotomeeting.com/join/368175885

**You can also dial in using your phone.**
United States: +1 (646) 749-3122

**Access Code:** 368-175-885

New to GoToMeeting? Get the app now and be ready when your first meeting starts:
https://global.gotomeeting.com/install/368175885

## 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) 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 Tourism Promotional Grant Program and Requests:
   a) Lake Geneva Women's Weekend (Geneva Lakes Women's Association)
   b) Spring Break Family Special (Canopy Tours)
   c) Stars Parties (GLAS Education)

10) Discussion/ Action; Request for Proposals (RFP) for social media / e-blast campaign for Riviera (continued)

11) Discussion / Action on Parameters for sharing event Request for Proposals (RFP) with hotels within city limits of Lake Geneva (continued).

12) Future meeting agenda items (next meeting date: Monday, May 10, 2021 at 4pm)

13) 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.*