

TOURISM COMMISSION MINUTES
WEDNESDAY, August 8, 2022 – 4:00 PM
COUNCIL CHAMBERS, CITY HALL

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

Roll Call

Present: Chair Waspi, Vice Chair Pirzada, Alderman Hedlund, Alderman Fesenmaier, Linda Moritz; Mayor Klein, Stephanie Klett

Absent: Kevin Singh, Administrator Nord

Comments from the Public limited to 5 minutes, limited to items on the agenda:

None

Approval of Tourism Commission minutes from June 13, 2022

Ald. Hedlund moved to approve the June 13, 2022 minutes, second by Moritz. Unanimously carried.

Update from Heather Jones (Independent Contractor for Tourism Commission) Meet at the Lake

Jones gave her first report to the Commission since being hired. She highlighted key data from her report. Alderman Fesenmaier asked Jones to continue to watch that the bandwidth is adequate especially from the addition of the livestream camera.

Motion by Alderman Hedlund, second by Waspi, to move Items 9C and 9E up in the agenda. Unanimously carried.

Discussion/Action on Tourism Promotional Grant Program and Requests:

Riviera Marketing Effort – Heather Jones

After an explanation of the program, motion by Pirzada, second by Hedlund, to approve up to \$5,800 for promotion in the off-season by offering a discount on hotel rooms. Unanimously carried.

MPI – Great Lakes Education Summit – Heather Jones

This Meeting Planner event is being held in Lake Geneva. Jones is asking that we help sponsor the event by paying for the Riviera rental, staff set-up and staff hours at the event plus promotional materials. Motion by Waspi, second by Pirzada, to approve up to \$5,300 for requested/designated funds. Unanimously carried.

Update from Tourism Entity – Visit Lake Geneva

Deanna Goodwin gave highlights from the data, events, and media from her monthly report.

Update from Lake Geneva Business Improvement District (BID)

Although there was nothing included in the packet, a BID representative gave brief updates regarding their efforts in moving forward with the wall murals and the December holiday event. Motion by Fesenmaier, second by Waspi, to move Items 9F and 9G to this spot in the agenda. Unanimously carried.

Discussion/Action on Tourism Promotional Grant Program and Requests:

Honky Tonk Fest – BID

This new event will be held September 16, 17, and 18. The BID budget will cover expenses outside the grant amount including a private security company, instead of pulling the police away from other areas of the city. Links to ALL city hotels will be included on the website. Motion by Pirzada, second by Fesenmaier, to approve up to \$15,000 for marketing OUTSIDE Walworth County and contingent upon permits needed from the City. Carried 4 in favor, Hedlund against.

Oktoberfest – BID

This annual event will be held three days on October 7, 8, and 9. Motion by Pirzada, second by Moritz, to approve up to \$10,000 for marketing outside Walworth County. Unanimously carried.

Written Financial Update provided by Comptroller

Written report submitted as part of the meeting packet. Current fund balance equals \$102,066.45.

Discussion/Action on Tourism Promotional Grant Program and Requests:

Equipment for Riviera Building – Administrator Nord

The City is requesting money to replace kitchen prep equipment on the second floor as detailed in the packet which is deemed tangible municipal development items. Motion by Hedlund, second by Pirzada, to approve \$90,026.62. Unanimously carried.

Never Say Never Playground – Dusti Grenus

Dusti explained the design and need for inclusive playground equipment in the City. The current equipment in Veterans Park is old and in disrepair. While the Commissioners expressed an interest in the project and deemed it appropriate, Chair Waspi was hesitant with the unpaid bills at this time to commit to the \$311,000. Motion by Fesenmaier, second by Hedlund, to continue the grant application to September. Unanimously carried.

Abominable Snow Race – ASR Events, Bill Wolfe

Wolfe explained the event details and added that this was the fifth year. Motion by Waspi, second by Pirzada, to approve the grant for \$10,000 including the condition that marketing be focused on stays at City hotels. Unanimously carried.

Update concerning potential additional livestream camera locations

Chair Waspi, without objection, due to time, will continue this item to the next agenda.

Future meeting agenda items and next meeting date –

September 12 at 4:00 PM

Motion by Ald. Hedlund, second by Pirzada, to adjourn at 5:59 p.m. Carried.

Respectfully submitted,
Alderman Fesenmaier, Secretary