

TOURISM COMMISSION MINUTES
Monday, October 10, 2022
COUNCIL CHAMBERS, CITY HALL

Meeting was called to order by Chair Waspi at 4:02 p.m.

Roll Call by Linda Moritz

Present: Chair Brian Waspi, Vice Chair Zakia Pirzada, Alderman Fesenmaier (arrived at 4:37 p.m.), Alderman Hedlund, Linda Moritz; Mayor Klein, Administrator Nord (via Zoom).

Absent: Kevin Singh, Stephanie Klett.

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

Approval of Tourism Commission minutes from September 12, 2022. No motion.

Heather Jones, Independent Contractor for Tourism Commission, Meet at the Lake Promotional Activity

Jones reviewed the data in her report. Waspi was encouraged by the marketing results including the analytics for the hotels and lodging page of the website. There are 42 bookings of the Riviera for 2023 and 5 already for 2024. Suggested a 2022 year-to-date column in the revenue data.

Motion by Waspi, second by Hedlund, to amend agenda to move Item 10 Jones' contract up to the point. Unanimously carried.

Motion by Hedlund, second by Waspi, to renew Jones' contract expiring October 31, 2023. Unanimously carried.

Update from Tourism Entity – Visit Lake Geneva

Goodwin reminded everyone that November 11 is the last day to sign up for floats for the Electric Christmas parade being held on Saturday, December 3, 2022.

The annual Partner Dinner and Impact Awards will be held on Tuesday, October 25, at the Abbey Resort.

The Earned Media continue to draw attention to Lake Geneva and area. See highlights and live links in the packet.

Deanna pointed out proudly that the Visit Lake Geneva website has surpassed one million views year-to-date. The Visitor Center continues to be busy with over 15,000 walk-ins.

Update from Lake Geneva Business Improvement District (BID) – None

Written financial update provided by City Comptroller

Balance Sheet as of September 2022 – not included in packet

Total Assets - missing

Restricted Fund Balance - missing

The document included in the packet with a list of Outstanding Grants showed a total unpaid liability of \$229,327.10.

Tourism Promotional Grant Program and Requests

Women's Weekend – Geneva Lake Women's Association

Catherine Rupp and Claudia Fecho presented the grant application. Commission asked applicants to return with a revised application detailing marketing specifically for overnight stays, marketing expenses, and number of attendees including the split between local and visitor.

[Note: Fesenmaier arrived during this item.]

Tourism Grant transfer to debt service for part of the Riviera renovation project bond payment – City of Lake Geneva, Dave Nord

Waspi explained that they double-checked with the former comptroller, Karen Hall, regarding the legality and amount of the fund transfer. The amount is significantly less than last year's amount of \$211,000. If approved, the money would not be moved into the City's budget until March 2023 but is approved now for 2023 City Budgeting purposes. Motion by Pirzada, second by Hedlund, to approve the grant for transfer to the debt service fund as part of the Riviera renovation project bond payment of \$167,375,000. Unanimously carried.

Heather Jones, Independent Contractor for Tourism Commission, annual contract negotiations Discussion/action moved to Item 5.

Future meeting agenda items and next meeting date –

Place on agenda Women's Weekend revised application, add Heather Jones' contract to the packet for Public and Commission viewing.

There is no update regarding additional cameras at the lakefront due to a contract with a new IT Service company and marketing the Riviera camera.

Monday, November 14 at 4:00 PM

Motion by Hedlund, second by Waspi, to adjourn at 4:51 p.m. Carried.

Respectfully submitted,

Linda Moritz and

Alderman Fesenmaier, Secretary