



Lake Geneva Business Improvement District
Board Meeting
Wednesday, March 1, 2023 | 9:00 AM
Harbor Shores of Lake Geneva

AGENDA

1. Call to Order
2. Roll Call
3. Approval of Minutes from previous meeting
4. Comments from the public as allowed by Wis. Stats. § 19.84 (2), limited to items on this agenda except for public hearing items. Comments will be limited to 3 minutes.
5. City News and Mayor Klein Update
6. Appearance of VISIT Lake Geneva
7. Treasurer Report
 - a. Balance Sheet
 - b. Budget vs Actuals
 - c. Pay Bills
8. Executive Director's Report
 - a. Annual Marketing Plan
 - b. Tourism Commission Recap
 - c. Events Planning Recap
9. Comments from the Board of Directors
10. New Business:
 - a. Recommendations for board seat
 - b. Marketing Report – Alethea Salgado
 - c. BID Expansion initiative
 - d. OKTOBERFEST location
 - e. BID Expansion
11. Adjourn