



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

MINUTES

1. Call to Order – 9:03 AM
2. Roll Call – *Alexandria Binanti, Janine Osbourne, Alethea Salgado, Elizabeth Tumas, Laura Thompson, Shari Straube, Spyro Condos.*
3. Approval of Minutes from previous meeting – *Alethea Salgado motions, Laura Thompson seconds. All Approved.*
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.
 - i. *Bruce Bennett, Cornerstone. Request for promotional event Holiday Open House Saturday Nov 11-12. Board of Directors comment in favor of promotional inclusion.*
 - ii. *Jim Strauss, Geneva Shore Report. Commentary about parking rates, disagreement for proposal to add parking to the Lake Geneva Library; thanked the BID for advocacy for rational parking alternatives.*
5. City News and Mayor Klein Update
 - i. *Hillmoor adhoc committee met 2/28 for discussion of property state and will be forming subcommittees.*
 - ii. *Forming a parking ad hoc committee by the recommendation of City Council for short-term and long-term parking solutions. Alexandria Binanti was invited to sit on committee for BID business representation.*
 - iii. *Met with school district superintendent Dr. Wilson to discuss downtown Lake Geneva events and community promotions.*
 - iv. *Response to Jim Strauss – parking discussion with library is just at idea stage, nothing is planned at this time. Ongoing planning will be proposed in future.*
6. Appearance of VISIT Lake Geneva
 - i. *Partner meeting March 21 at 8am at The Geneva Inn*
 - ii. *Winterfest and earned media highlights with winter recreation focus*
 - iii. *Hotel occupancy increased over 13% in January; visibility of over 1 million from page reach for Winterfest.*

- iv. *Upcoming Events: Restaurant Week (April 22-30); Concerts in the Park (June 29-August 10); Lake Geneva Christmas Parade (December 2); Meeting Planner Event at Riveria (June 6)*

7. Treasurer Report

- a. Balance Sheet – *BID assessment deposited; fund balance from 2022 will be approximately \$90,000 after reconciling past invoices.*
- b. Budget vs Actuals – *reviewed bills disbursed in February; recommendation to make budget amendments in the future for future marketing expenses, office supplies, and increased beautification costs.*
- c. Pay Bills

Chart of Account #	Name of Expense/Detail	Invoice Number	Total
	56004 Alexandria Binanti Salary	#008	\$5,416.68
	56014 Alexandria Binanti - office supply bid phone	#008	\$87.26
56005 (2022)	WI Valley Media	#74155	\$559.95
	56034 Flower Baskets pd: Treasure Hut LLC	#202700	\$2,400.00
	56013 Baskets pd: Treasure Hut LLC	#202708	\$18,000.00
	56034 Baskets pd: Treasure Hut LLC	#202709	\$2,280.00
	56033 Mike Cary - Watering Contract		\$4,500.00
	56014 City Water	#184258	\$25.64
56014 (2022)	City Water 2022	#184217	\$52.56

Total for February: \$33,322.09: *All Approved. Spyro Condos, Janine Osbourne, & Laura Thompson signed. Bill for city electrical moved to discussion item for April.*

8. Executive Director's Report

- a. Annual Marketing Plan – *Planning annual expenditures with local medias for events, general marketing, and gaining collateral of photography and videography. Report will be ready to vote on by next meeting.*
- b. Tourism Commission Recap – *Alexandria Binanti and Spyro Condos attended. Presented Strategic Plan and will be giving monthly metrics reports for web, social media, and print advertising. Hope to ask for an annual marketing grant after the marketing plan is approved.*
- c. Events Planning Recap
 - i. *Wine Walk – designed new logo; sent out save the date on social. Collecting participating vendors details. Application for event to be submitted in March. Sponsor documents created.*
 - ii. *Oktoberfest – met with city, police, and streets. Also met with Dr. Wilson in regards to homecoming parade. Request for bid made for family activities area. Sponsor opportunities created.*
- d. *Added Item: Vote for Alexandria Binanti whether she accepts ad hoc parking committee position as BID representative. Discussion held about previous committee insights; objectives of the committee in relation to trolley expenditures and operations. Elizabeth Tumas motions for approval, Janine Osbourne seconds. All Approved.*

9. Comments from the Board of Directors – *None*

10. New Business:

- a. Recommendations for board seat – *Recommendation from Janine Osbourne for Stephen Schroeder from Lake City Social; Recommendation from Alethea Salgado for Anthony Silvestri from Magpies. Vote 3-1 for Anthony Silvestri; Elizabeth Tumas abstained. Alexandria Binanti will submit letter of recommendation for appointment by Mayor Klein and City Council.*
- b. Marketing Report – Alethea Salgado
 - i. *Rebrand taking place and website refreshed with updated business listings and pictures on the directory. Fixing broken links and adding events.*
 - ii. *Graphics being created for wine walk logo, social media posts*
 - iii. *Recommendation to trademark Downtown Lake Geneva org with rebrand. Elizabeth Tumas motions for purchase of trademark, Laura Thompson seconds. All approved (Alethea Salgado abstained).*
 - iv. *Discussion of new logo with 5 options submitted. Option 2 & 4 to be resubmitted with minor edits for vote in April.*
- c. BID Expansion initiative – *30% of assessed expansion businesses are suggested to request BID expansion from letters of support. Then will need to meet with Assessor to request adjusted budget with mill-rate. Public hearing takes place and then is approved at City Council. Adjusted budget would be reflective of quotes for increased beautification costs.*
- d. OKTOBERFEST location – *Broad Street vs Flat Iron Park. Alethea Salgado motions to submit application for Broad Street with contingency that if parking fees are not waived BID resubmits application for Flat Iron Park. Spyro Condos, seconds. All Approved.*

11. Adjourn – 10:24 AM Elizabeth Tumas motions, Laura Thompson seconds. All approved.