



Lake Geneva Business Improvement District
Board Meeting
Wednesday, April 5, 2023 | 9:00 AM
Harbor Shores of Lake Geneva

MINUTES

1. Call to Order – 9:05am
2. Roll Call - *Laura Thompson, TR Remke, Alethea Salgado, Anthony Silvestri, Janine Osbourne, Spyro Condos, Alexandria Binanti, Elizabeth Tumas tardy.*
3. Approval of Minutes from last meeting – *Amended to include March's Expense for Alethea Salgado. Spyro Condos Motions to Approve, TR Remke 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.
 - *Aldermen Fesenmaier requests assistance on behalf of public works to remove signage for crosswalk's push buttons as they are non-operational. Proposes electric charging stations in the future and bike rack installment in the future.*
 - *Geneva Shore Report updates election results and congratulates the city for new alderpersons. Expresses concern over \$50 dollar fines for parking*
 - *Tammie Cartensen of Harbor Shores on Lake Geneva spoke about the adhoc parking committee and public works update on a shuttle service for employees downtown. Not in favor, and clarifying that Badger High School has not made any legal agreement to its parking lot usage.*
 - *Roger Wolf of Jayne, discussed letter sent to the BID and Mayor Klein in regards to a negative visitor experience with parking and subsequent seat belt ticket.*
5. City News and Mayor Klein Update
 - *Wrigley Drive re-pavement underway, new alderpersons transitions on the board and committee assignment, update on ad hoc parking committee and ad hoc Hillmoor committee*
6. Appearance of VISIT Lake Geneva
 - *Deanna Goodwin delivers marketing report with promotion of Lake Geneva Restaurant Week, Meetings and Event Planners event at Riviera, and Concerts in the Park. Discussed 2024 Governors Conference coming to Grand Geneva and suggested partnering conversation about Baseball Tournament season to engage visitors to come downtown.*
7. Treasurer Report
 - a. Chart of Account review – *February prepaid for flower baskets so expenses were higher. This month's expenses are at about 11k. Reviewed Balance Sheet and are currently at \$242,863.52. In relation to item c...proposed creating a financial operation statement for policies on unique expenses on or off the budgeted details, requiring full approval from board and signatures from President, Treasurer, and Executive Director.*

b. Budget vs Actuals – *Reviewing Profit vs Loss, looks to be a doubling of payments recorded in the “General Marketing” itemization. Rectifying at the city. To-date we are on budget with salaries, marketing, beautification, and wine walk expenses.*

c. Pay bills – *Motion to table WIX invoice from Kristi Tarantino for 504.00 requesting proof of receipt.*

Chart of Account #	Name of Expense/Detail	Invoice Number	Total
56004	Alexandria Binanti Salary	#009	\$5,416.68
56014	Alexandria Binanti - office supply bid phone	#009	\$87.26
56005	Alethea Salgado - Marketing	#10423	\$1,000.00
56016 (2022)	Giraffe Electric – Light poles 2022	#22-553	\$3,067.50
56003	Mike Cary - Watering Contract	N/A	\$1,500.00

8. Executive Director’s Report

a. Event planning recap – *report on Wine Walk Updates, FLR for application and common council meeting April 10th. Assigned Charity Never Say Never. 50% tickets sold. Other discussion of murals in motion, Oktoberfest, and legislative Veterans Day breakfast*

b. Ad hoc parking committee recap – *employee parking survey, review of long term parking solutions study done 10 years ago. Ongoing bi-monthly meetings.*

c. Marketing updates – *delivered metrics of improvements on website and socials. Views increased over 50%, unique visitors to website increased by 99% in last 90 days. Created Newsletter list for regular business updated and have 56.9 open rate.*

d. Main Street update – *Application deadline April 14th and ready for submittal.*

e. Flower planter update – *created an adopt a flower basket program launched first day of spring.*

9. Comments from the Board of Directors – *TR Remke will follow up on bike rack proposals; Alethea Salgado shows Marketing Promotion for “Springo” – community scavenger hunt for downtown businesses.*

10. New Business:

a. Proposed amendments to budget

- *Modifying previously proposed expenses from reserved surplus funds to put into existing budget items*

i. *Marketing – General Marketing add \$10,000 for Promotional Marketing expenses*

ii. *Murals in Beautification – Increase by \$50,000 for cost of installment of 4 murals*

iii. *General - \$5,000 for Software/Office Supplies for storage costs, hosting fees, new phone and po box, etc.*

Beth Tumas makes motion to Approve, Laura Thompson seconds. All Approved.

b. Approval of marketing materials for BID expansion solicitation – *Alexandria Binanti requests for \$500 of funds from General Marketing to add materials for expansion solicitation. TR Remke motions to approve, Laura Thompson Seconds. All Approved.*

c. Event Approvals – *Tabled until May’s meeting.*

i. *Proposed contract acceptance for sound bids, and other expenses pertaining to Oktoberfest*

- ii. Veteran's Day expenses for legislative breakfast
- d. Final Logo vote – *Selection of logo made.*

11. Adjourn – 10:19 am