Lake Geneva Business Improvement District
Board Meeting
Wednesday, May 3, 2023 | 9:00 AM
Harbor Shores of Lake Geneva

Minutes

1. Call to Order – *9:13 AM*
2. Roll Call – *Spyro Condos, Laura Thompson, Janine Osbourne, Anthony Silvestri, TR Remke, Alexandria Binanti. Elizabeth Tumas absent.*
3. Approval of Minutes from last meeting – *Spyro Condos Motioned, Laura Thompson Seconded. 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.
   Roger Wolfe spoke against $50.00 parking fine and requested budget consideration for more business marketing dollars for 2024. Jim Strause spoke against charging any admission against Oktoberfest, offered public relation support, and agreed against $50.00 parking fine.
5. City News and Mayor Klein Update – *Mayor Klein not in attendance.*
6. Appearance of VISIT Lake Geneva – *Deanna Goodwin delivered report of marketing metrics and hotel from April, recapped Restaurant Week, and announced Concert in the Park.*
7. Treasurer Report – *Treasurer Janine Osbourne recaps expenditures for month of April. Confirms final bill of storage unit has been taken care of. Discusses event expenditures.*
   a. Chart of Account review

Chart of Account #	Name of Expense/Detail	Invoice Number	Total
56004	Alexandria Binanti Salary	#010	$ 5,416.68
56014	Alexandria Binanti - office supply bid phone	#010	$ 87.26
56026	Alexandria Binanti - Wine Walk Bags	#010	$ 1,112.63
56026	Alexandria Binanti - Lanyards for Wine Walk	#010	$ 164.52
56026	Alexandria Binanti - Wine Walk Liquor License	#010	$ 12.00
56020	Alexandria Binanti - Springo Playing Cards	#010	$ 20.00
56020	Alexandria Binanti - Spingo Flowers	#010	$ 21.09
56020	Alexandria Binanti - Springo Stamps	#010	$ 33.21
56014	Alexandria Binanti - Storage Locker Fees	#010	$ 690.00
56005	Alethea Salgado	#10523	$ 1,000.00
56015	Kristi Tarantino - 2022 software expense	#989067991	$ 504.00
56003	Mike Cary - Watering Contract	N/A	$ 1,500.00
			$ 10,561.39

   b. Budget vs Actuals
   c. Pay bills – *Spyro Condos Motions, TR Remke Seconds. All Approved.*

8. Executive Director's Report – *Alexandria Binanti delivers report in regard to website and social metrics.*

a. Marketing Updates – *Meeting with APG for an evergreen campaign and proposal for event marketing. Future meeting with local radio station to take place in May as well as a collaborative branding meeting proposal with input from Tourism Commission.*

b. Event Planning update – Reviewed Wine Walk purchases and ticket sales. Event sold out 4 weeks in advance.

c. Springo update – *Launched May 1st with boosted social media ad to not exceed $100.00 Contacting local media for potential earned media spotlight.*

d. Ad hoc parking committee recap – *Day pass parking was approved for Lot I with 34 spaces; Committee has recommend to not pursue employee shuttle parking from feedback of business survey.*

e. Organizational recap

i. Storage unit – *cleared out, closed account, and paid to date.*

ii. Downtown lights code update – *Discussion in regard to national code which dictates outdoor temporary lighting has to be removed after 3 months of usage. Also, extension cords have to be updated to newer models that have UV protection, etc. By city building and zoning administrator authority, lights will need to be removed in 2 months in trees, bridge, and Flatiron Park gazebo/pavilion. Proposed immediate removal so as not to disturb the foliage on the trees in two months. TR Remke makes motion to approve immediate removal, Anthony Silvestri Seconds. All Approved.*

iii. BRE visits and business attraction – *discussed site visits and sales trends in the last quarter. Alexandria Binanti also met with a real estate broker to discuss potential commercial real estate for national retailer to remain unnamed at this time. Looking for rental or purchase to be occupied in 2023.*

iv. Main Street update – *Officially approved. Downtown Development Orientation will take place in July for Executive Director. Regional site visit will take place after June. Press Release to be sent out after Main Street Announcement has been formally made in Madison.*

9. Comments from the Board of Directors

a. Hwy 50 Repavement Plan Discussion – President Spyro Condos; *discussed the want to know the plans and when public hearings are to take place. Want to strategize process of business communications and questioned as to whether the City could abstain from participating in the State project.*

10. New Business:

a. Proposed amendments to budget – update from April's meeting
   - *Addressed the reserves balance and wanting to update proposed amendments in June's meeting. Moved to June's agenda.*

   i. Marketing

   ii. Murals in Beautification

   iii. Trolley discussion

b. Event Approvals

   i. Proposed contract acceptance for sound bids, and other expenses pertaining to Oktoberfest – *All Approved pending equal to or less than $40,000 budget.*

ii. Vote of charging for entry to Oktoberfest; proposed local free admission and out of state $5.00 fee – *discussion from each board member. TR Remke motions to not charge admission. Roll call vote. All approved.*

iii. Proposed promotional addition to Oktoberfest – bar crawl Friday prior to event – *discussion item from Anthony Silvestri; all agreed it that this qualifies as Oktoberfest promotion with business collaboration.*

11. Adjourn – *10:14 AM. TR Remke motions, Alethea Salgado Seconds. All Approved.*