



Lake Geneva Business Improvement District
Board Meeting
Wednesday, February 2, 2023 | 9:00 AM
Harbor Shores of Lake Geneva

MINUTES

1. Call to Order – 9:07AM
2. Roll Call – *Laura Thompson, TR Remke, Alethea Salgado, Janine Osbourne, Spyro Condos, Alexandria Binanti, Elizabeth Tumas arrived late.*
3. Approval of Minutes from last meeting – *TR Remke, First; Laura Thompson, Second; 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.
 - a. Jim Strauss, Geneva Shore Report. Parking is an issue for all, especially employees.
 - b. Joan Yunker - proposes using the parking lot I by McDonald's which has 34 stalls.
 - c. Group discussion of employee parking opportunities in the future
5. City News and Mayor Klein Update
 - a. Invitation to attend Committee of the Whole meeting for presentation of Premier Resort Tax pathway of interest for City of Lake Geneva. 2/6 at 6PM
 - b. Recap of Hillmoor proposed plans
6. Appearance of VISIT Lake Geneva
Not in attendance due to Winterfest; request from Deanna for BID volunteers for ice sculpture stand set up.
7. Treasurer Report
 - a. Chart of Account establishment
 - b. Budget vs Actuals – *Reviewed by Janine Osbourne and Alexandria Binanti; will be meeting with comptroller and treasurer at the city for financial reviews and attending FLR for budget amendments.*
 - c. Pay bills – *Signed by Spyro Condos, Laura Thompson, & Janine Osbourne. All Approved.*
 - i. Marketing – *Invoice 10123 Jessica Alethea Salgado for web, social, and graphic design - \$2,000.00*
 - ii. Payroll – *Invoice 004 & 005 Alexandria Binanti – \$2,708.34 x 2 = \$5,416.68*

- iii. Software & Office Supplies – Invoice 007 Alexandria Binanti for PO BOX, Phone, Website host fees and new domain purchase - \$710.11*
 - iv. Visit Lake Geneva email blast \$700 – Octoberfest 2022*
 - v. Kristi Tarinto - Cocoa Crawl/Window decorations \$90*
 - vi. Copies Plus \$206.40 – Cocoa Crawl/Tree Lighting*
 - vii. Security Executive Enterprises \$5000 for security at Octoberfest 2022*
- Discussion on the breakdown of the security. We agreed to pay the bill, but request the breakdown to make better decisions in the future.*

8. Executive Director's Report

- a. Strategic Plan recap – Alexandria Binanti presented report, updated dates for events.*
- b. Establishment of committees recap – Focused on events and then to present to tourism commission*
- c. Main Street & 501c3 update – Main Street application in process for April; 501c3 to be filled out in March*

9. Comments from the Board of Directors

- a. Spyro Condos - The cost of the use of the parking lots and streets not equal to all the need. Concerned about locals, employees, and scarcity of parking. Also discussed parking meeting at next Common Council meeting 2.13*
- b. Alethea Salgado discusses the web domain issues and requests purchase of new domain to Downtown Lake Geneva if prior cannot be obtained from Kristi T in time of expiration. TR Remke makes motion to approve purchase, Elizabeth Tumas, Seconds. All Approved.*

10. New Business:

- a. Bylaws update – Spyro Condos, First; TR Remke, Second; All approved.*
 - i. Article III, Section 1 -Composition of Board Amendment citing:
“The BID will establish a Board of Directors consistent with Wisconsin State Statute 66.1109 whereby a majority of directors must own or occupy real estate within the BID boundaries. The Board will consist of seven (7) members, as follows:
- More than 50% shall be property OR business owners, within the BID
- Managers or community members recommended within the BID”*
 - ii. Updated Operating Plan for 2023*
- b. Strategic plan*
- c. OKTOBERFEST location – TR Remke recommends discussion next meeting and will support whatever location is more financially sensical between Flat Iron Park and Broad Street. Will be added to March Agenda*
- d. BID Expansion – Moved to March Agenda*

11. Adjourn – 10:17 AM