

TOURISM COMMISSION MINUTES
Monday, March 13, 2023
COUNCIL CHAMBERS, CITY HALL

Meeting was called to order by Vice Chair Pirzada at 4:05 p.m.

Roll Call

Present: Vice Chair Zakia Pirzada, Alderman Fesenmaier, Alderman Hedlund, Kevin Singh

Absent: Chair Brian Waspi, Linda Moritz, Stephanie Klett. Mayor Klein

Comments from the Public limited to 5 minutes, limited to items on the agenda

None

Approval of Tourism Commission minutes from February 13, 2023.

Motion by Hedlund, second by Singh, to approve the minutes from February 13, 2023.

Unanimously carried.

Heather Jones, Independent Contractor for Tourism Commission, Meet at the Lake Promotional Activity

Jones presented the data from her March 2023 report. She is working with the city administrator to revise the date of the Meeting Planner Open House due to the Wrigley Drive construction. She will submit a revised grant with the new dates to be approved. Jones was asked to include in next month's Sales Update a new line for Donations as far back as 2018, if possible.

Update from Tourism Entity – Visit Lake Geneva

Deanna Goodwin was absent. Written report was included in the packet.

Update from Lake Geneva Business Improvement District (BID) – Alexandria Binanti

Alex, Executive Director for the Business Improvement District, explained the detailed information in the packet including the BID's new logos, photos, and website:

www.downtownlakegeneva.org. There is a new dining page along with a separate lodging page on the website. They have a new newsletter sent to 78% of the BID businesses with a 57% open rate. The Wine Walk in May 2023 will be heavily marketing overnight stays and will include a brochure that works as passport to participating businesses. Alex created a whole new marketing report along with a chart detailing marketing metrics and data. Commissioners complimented her on the more robust written report.

Written financial update provided by City Comptroller

Balance Sheet – dated February 28, 2023

Total Assets - \$1,075,922.66

Restricted Fund Balance - \$1,129,469.22

Tourism Promotional Grant Program and Requests**Jazz Fest – Kelly Wells, Wisconsin Valley Media**

Updated marketing plan was re-submitted to reflect specific vendors and amounts as requested in February by the Commission.

Taco Fest – Kelly Wells, Wisconsin Valley Media

Updated marketing plan was re-submitted to reflect specific vendors and amounts as requested in February by the Commission.

DAS Fest 2023 –

Tammy Dunn explained the event at the Walworth County Fairgrounds and the change in their funding support. The concern was how each requested amount/project would impact hotel stays in the city proper. Commissioners felt the information needed to be revised to show which specific marketing projects still needed to be funded with a detailed budget. Dunn will also bring back information regarding funding approved from other tourism entities.

Motion by Fesenmaier, second by Pirzada, to continue to April meeting. Unanimously carried.

Venetian Fest 2023 –

Ryan Lasch explained the application and the increased request.

Motion by Pirzada, second by Hedlund, to grant the amount of \$45,000 for Venetian Festival on August 16 through 20, 2023. Unanimously carried.

Future meeting agenda items and next meeting date –

- Include in **packet Heather Jones' 2022-2023 contract** (clean copy) – agenda item only, no action needed.
- Meeting Planner Open House – Stephanie Jones – will submit an amendment to the previous grant for a new date
- DAS Fest grant

Monday, April 10 at 4:00 PM

Motion by Hedlund, second by Singh, to adjourn at 4:53 p.m. Carried.

Respectfully submitted,
Alderman Fesenmaier, Secretary