



City of Lake Geneva, 626 Geneva St, Lake Geneva, WI 53147- 262.248.3673- www.cityoflakegeneva.gov

CITY OF LAKE GENEVA TOURISM COMMISSION

MONDAY, JUNE 12, 2023 - 4:00 PM

LAKE GENEVA CITY HALL; COUNCIL CHAMBERS (MAIN LEVEL)

Members:

Chairperson Brian Waspi, Linda Moritz, Troy Migut, Zakia Pirzada, Alderperson Fesenmaier and Alderperson Howell

THE CITY OF LAKE GENEVA IS HOLDING MEETINGS VIRTUALLY AND IN-PERSON; YOU MAY PARTICIPATE IN THE MEETING BY THE FOLLOWING:

4:00 p.m.- June 12, 2023 Tourism Commission

Jun 12, 2023, 4:00 – 5:00 PM (America/Chicago)

Please join my meeting from your computer, tablet or smartphone.

<https://meet.goto.com/295842765>

You can also dial in using your phone.

Access Code: 295-842-765

United States: [+1 \(224\) 501-3412](tel:+12245013412)

AGENDA

1. Chairman, Waspi call the meeting to order
2. Roll Call
3. Election of Tourism Commission Officers
4. Comments from the public limited to 5 minutes, limited to items on this agenda
5. Approval of the April 10 , 2023 Tourism Commission minutes as prepared and distribution
6. Update from Heather Jones (Independent Contractor for Tourism Commission) Meet at the Lake Promotional Activity
7. Update from Tourism Entity (VISIT Lake Geneva) on Promotional Activity, Calendar, and Hotel performance
8. Update from Lake Geneva Business Improvement District (events and mission)
9. Written financial update regarding Room Tax Dollars Collected, Financials, current Budget & Disbursements, list of outstanding (unpaid) tourism grants awarded
10. Big Balloon Build (submission of revised grant application)
11. Discussion/Action on Tourism Promotional Grant Program and Requests: **Maximum ten (10) minute presentation per request:**

- a. Wisconsin Cheese Festival (APG Southern Wisconsin & Lake Geneva House of Music)
- 12. Addition of invoice deadline to page 1 of current grant application.
- 13. Use of different Tourism Commission Logo and other possible changes
- 14. Addition of link or QR code to the Riviera homepage
- 15. Initial discussion regarding Visit Lake Geneva with Tourism Commission (opener beginning July 1st)
- 16. Future Agenda Items (Next Meeting Date: Monday, July 10, 2023 at 4:00 p.m.)
- 17. **Adjournment**

This is a meeting of the Tourism Commission. No official City Council action will be taken; however, a quorum of the City Council may be present.