



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

CITY OF LAKE GENEVA TOURISM COMMISSION

MONDAY, JULY 10, 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; Ex-Officio Members: Mayor Charlene Klein, Comptroller Laura Pisarcik, and VISIT Lake Geneva President Stephanie Klett

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.- July 10, 2023 Tourism Commission

Jul 10, 2023, 4:00 – 5:00 PM (America/Chicago)

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

<https://meet.goto.com/618681733>

You can also dial in using your phone.

Access Code: 618-681-733

United States: [+1 \(408\) 650-3123](tel:+14086503123)

AGENDA

1. Chairman, Waspi call the meeting to order
2. Roll Call
3. Comments from the public limited to 5 minutes, limited to items on this agenda
4. Approval of the June 12, 2023 Tourism Commission minutes as prepared and distributed
5. Update from Heather Jones (Independent Contractor for Tourism Commission) Meet at the Lake Promotional Activity
6. Update from Tourism Entity (VISIT Lake Geneva) on Promotional Activity, Calendar, and Hotel performance
7. Update from Lake Geneva Business Improvement District (events and mission)
8. Written financial update regarding Room Tax Dollars Collected, Financials, current Budget & Disbursements, list of outstanding (unpaid) tourism grants awarded
9. Discussion/Action on Tourism Promotional Grant Program and Requests: **Maximum ten (10) minute presentation per request:**
 - a. No requests received by deadline

- 10.** Discussion/Action regarding proposed Tourism Commission Logo (VISIT Lake Geneva; continued from June 2023 meeting)
- 11.** Discussion/Action regarding possible addition of link or QR code to all marketing materials including print and social media (Continued from June 2023 meeting)
- 12.** Discussion/Update regarding VISIT Lake Geneva contract with Tourism Commission (Continued from June 2023 meeting)
- 13.** Future Agenda Items (Next Meeting: August 14, 2023 at 4:00 p.m.)
- 14. 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.