



Lake Geneva Business Improvement District
Board Meeting
Wednesday, September 6, 2023 | 9:00 AM
Harbor Shores of Lake Geneva

Minutes

1. Call to Order – 9:01 am
2. Roll Call - *Spyro Condos, Sheri Straube, Anthony Silvestri, Alethea Salgado, Janine Osbourne, TR Remke, Laura Thompson, Beth Tumas.*
3. Approval of Minutes from last meeting – *Althea Salgado motions; TR Remke seconds. 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 from Jayne discusses Business Meet Up in newsletter and comments on success of Maxwell Street Days. Jim Strause talks about Oktoberfest advertising for BID and mentions future planning of business variance reports to log new businesses, update open/closures.*
5. City News and Mayor Klein Update – *absent*
6. Appearance of VISIT Lake Geneva – *absent*
7. Treasurer Report – *Janine Osborne delivers report of account health, discussion of about 65% of budget utilization, and anticipated overage under beautification for light removal/replacement and increased cost of flower product. Anticipated overage of approximately \$19,000 that will be utilized from murals portion of budget/anticipated contingency. Noted Deposits for various events being made this month.*
 - a. Chart of Account review
 - b. Budget vs Actuals
 - c. Pay bills – please note: *Treasure Hut Bill's Listed Chart of Accounts are broken down on invoice.*

Chart of Account #	Name of Expense/Detail	Invoice Number	Total
56004	Alexandria Binanti Salary	#014	\$ 7,249.98
56014	Alexandria Binanti - office supply bid phone	#014	\$ 87.26

56014	Alexandria Binanti - Invoice for Main St. Accreditation	#014	\$ 200.00
56020	Alexandria Binanti - Maxwell Street Musicians	#014	\$ 500.00
56020	Alexandria Binanti - Facebook Boosted Ads	#014	\$ 50.00
56009	Alexandria Binanti - Oktoberfest Unhitched dumpster	#014	\$ 440.00
56009	Alexandria Binanti - Facepainting deposit	#014	\$ 200.00
56005	Alethea Salgado - August 2023 Marketing	#10923	\$ 1,000.00
56009	Lake 961, WLKG-FM first radio ad installment	#0550	\$ 500.00
56016 (plus additions)	Treasure Hut - winter décor, labor, bridge, etc	#6423	\$ 35,320.00
56033	Mike Cary - Watering Contract	N/A	\$ 1,500.00
			\$ 47,047.24

8. Executive Director's Report

a. Maxwell Street Days recap – *Budget from general marketing was \$1000.00; \$1000 used for advertising and music. \$350 sponsorship anticipated to cover some of the bands making band expenditure \$150.00. Remaining budget used on radio, email drop, and digital with VISIT Lake Geneva and internal. Website traffic increase reflective of marketing efforts.*

b. Oktoberfest planning – *Budget of expenses is set at \$40,000. Anticipating \$5000 for vendor fees, \$14,800 income from Sponsorships and Tourism Grants. Will require advance signatures of band payment prior to October meeting.*

c. Holiday Tree Lighting – *tree to be donated by Boyscouts Troup for Brunk Pavilion, looking at hiring caroling elves. Santa is hired.*

d. Veterans Day promotional booklet – *working with businesses to offer weekend promotions. American legion will disperse to members. Also soliciting banner sponsorship*

e. November Wine Walk – *First planning meeting held. 15 businesses are signed up. Will only accept 20 for this walk. Save the date is out. Ticket sales begin this month.*

9. Comments from the Board of Directors – *Each board member reported on their committee progress. Spyro Condos thanks the board members for their involvement and commitment to the BID's success and organization of operations this year. Discusses partnership with school district and goals of talent attraction.*

10. Motion to go into closed session pursuant to Sec. 19.85(1)(e) which states: "deliberating or negotiating the purchase of public properties, the investing of public funds, or conduction other specified public business, whenever competitive or bargaining reasons require a closed session" regarding the 2024 final budget review. – *TR Remke motions, Alethea Salgado seconds. All approved.*

11. Motion to go out of closed session – *Spyro Condos motions, Laura Thompson seconds. All approved.*

12. *Approval of the 2024 budget's second and final draft per the recommendations of the committee on August 2nd meeting to present to Common Council. – Beth Tumas motions, Anthony Silvestri seconds. Role Call: Spyro Condos approves, Laura Thompson approves, TR Remke approves, Janine Osbourne approves, Alethea Salgado abstains, Motion carries.*
13. *Adjourn – Alethea Salgado motions, Spyro Condos seconds. All Approved. 9:45 am*