



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

CITY OF LAKE GENEVA TOURISM COMMISSION
MONDAY, SEPTEMBER 11, 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.- September 11, 2023 Tourism Commission
Sep 11, 2023, 4:00 – 5:00 PM (America/Chicago)

Please join my meeting from Google Chrome on your computer.

<https://meet.goto.com/413082269>

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 August 14, 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. Abominable Trail Race (ASR Events, LLC)
 - b. Abominable Snow Race (AST Events, LLC)
 - c. 2024 Tavern League of Wisconsin Spring Conference (Walworth Co. Tavern League)

d. Lake Geneva Lions' Club Oktoberfest (Lake Geneva Lions' Club)

- 10.** Proposed Tourism Commission Logo (*VISIT Lake Geneva; continued from August 2023 meeting*)
- 11.** Addition of link or QR code to all marketing materials including print and social media
(*Continued from August 2023 meeting*)
- 12.** Discussion – Update regarding Visit Lake Geneva contract with Tourism Commission (*Continued from August 2023 meeting*)
- 13.** Future Agenda Items (Next Meeting: October 9, 2023)
- 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.