

TOURISM COMMISSION MINUTES
Monday, July 10, 2023
COUNCIL CHAMBERS, CITY HALL

Meeting was called to order by Chair Waspi at 4:00 p.m.

Roll Call

Present: Chair Brian Waspi, Ald. Fesenmaier, Alderman Howell, Troy Migut, Stephanie Klett (Ex-Off), Mayor Klein (Ex-Off),

Absent: Linda Moritz, Vice Chair Zakia Pirzada

Also Present: Comptroller Pisarsik

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

None.

Approval of Tourism Commission minutes from June 12, 2023

Motion by Waspi, second by Migut, to approve the minutes from June 12, 2023. Unanimously carried.

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

Jones reported that site sessions from the Riviera website saw a huge increase across all categories most likely due to the Summer (June) Marketing Campaign. Riviera bookings for 2023 have exceeded last year's total at this point. There are still no wi-fi issues reported due to concern from the Riviera fountain livestream camera. Jones will check on invoices from the Winter (January through April) 2023 Marketing Campaign that would have been funded from a September 2022 grant (still outstanding).

Update from Tourism Entity – Visit Lake Geneva

Deanna Goodwin gave highlights from the monthly report including numerous ribbon cuttings and the Donald Driver tourism commercial filmed last Friday on the Mail Boat. Press releases were sent to the Green Bay Packers and ESPN for their use. Concerts in the (Flat Iron) Park continue until August 10. The Visit website metrics show a substantial increase again for June with Chicago as the Top City and Things to Do/Lake Shore Path topping the chart. The new TikTok account has 168 follower since mid-June. The 2024 Regional Visitors Guide is currently under production.

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

Alex gave information regarding website metrics and upcoming events – Maxwell Street Days and Oktoberfest. Murals in Motion will begin September 27 through October 1. There will be a monthly BID newsletter sent to members beginning in August. Alex is investigating the potential for becoming an accredited Main Street Community.

Written financial update provided by City Comptroller

Balance Sheet from June 30, 2023

Total Assets - \$213,121.87

Restricted Fund Balance - \$525,302.27

Comptroller Pisarsik reminded the Commissioners that room taxes are down compared to 2022.

Tourism Promotional Grant Program and Requests

None

Tourism Commission Logo and other possible changes

Visit Lake Geneva will bring a few options for a logo.

Addition of link or QR code to the Riviera homepage

Discussion continued regarding the requirement of a QR Code or direct link to the Riviera homepage for the City Hotels to be used on Grant Award marketing materials. How do we measure the return investment? The event itself is marketing for future stays. It is crucial that the event analysis be included in subsequent grant applications by groups, so the Commission can weigh the value of past performance. Commission Pirzada was not able to attend and was most qualified to speak about the idea. By consensus, the item is continued to August.

Initial discussion regarding Visit Lake Geneva with Tourism Commission (contract opens July 1, 2023)

No update. Continued to August meeting.

Future meeting agenda items and next meeting date –

- Tourism Logo – August meeting
- Link or QR Code on promotional materials – continued to August
- Contract negotiations update with Visit – continued to August

Monday, August 14, at 4:00 PM

Motion by Waspi, second by Migut, to adjourn at 5:07 p.m. Carried.

Respectfully submitted,
Alderman Fesenmaier, Secretary