

TOURISM COMMISSION MINUTES
Monday, August 14, 2023
COUNCIL CHAMBERS, CITY HALL

Meeting was called to order by Chair Waspi at 4:02 p.m.

Roll Call

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

Absent: Linda Moritz, Troy Migut, Laura Pisarcik (Ex-Off)

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

None.

Approval of Tourism Commission minutes from July 10, 2023

Motion by Waspi, second by Pirzada, to approve the minutes from July 10, 2023. Unanimously carried.

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

Jones reviewed the Marketing Update section of her monthly report noting that the most recent social media campaign runs through September 15th. A review of the Sales Update shows that reservations are keeping pace with previous years.

Update from Tourism Entity – Visit Lake Geneva

Deanna Goodwin gave highlights from the monthly report. They have passed the one million mark for website visitors and three million page views for 2023. The Donald Driver commercial is currently running now as a 30-second ad. The 2024 Visitors Guide is currently in production. Impact Award 2023 nominations remain open through September 7. Earned Media list continues to increase.

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

The annual Maxwell Street Days is quickly approaching on August 25-27. Oktoberfest, on October 7 and 8, will shift location to Geneva and Broad Streets this year. Travel Wisconsin JEM (Joint Effort Marketing) Grant applied for Murals in Motion, which is now postponed to May 2024. Met jointly with Visit, Tourism Commission, and LG Economic Development Corp to discuss co-sponsoring a market study for business attraction and investment. Through BID, Lake Geneva is now a Connect Community through WEDC <https://wedc.org/programs-and-resources/connect-communities/>.

Written financial update provided by City Comptroller

Balance Sheet from July 31, 2023

Total Assets - \$493, 893. 54

Restricted Fund Balance - \$525,302.27

Tourism Promotional Grant Program and Requests
Balloon Adventure, Kimberly Voller and Nancy Waspi

The Big Balloon Build will not be back, so Santa Cause is creating a new event called the Balloon Adventure. New theme will be Follow the Yellow Brick Road. Scheduling conflicts have changed the location to Gage Marine Boat Barn, next to Pier 290, in Williams Bay. Much discussion regarding location and amount of grant (\$75,000). Voller was confident this new event will happen because they have many partners willing to be sponsors. Grant can be resubmitted showing updated Marketing Budget amount and advertising only for Lake Geneva City hotels. Motion by Howell, second by Waspi, to award the Balloon Adventure grant on April 10 through April 15, 2024, for \$30,000. Carried 4 to 1 with Fesenmaier voting No.

2024 Tavern League of Wisconsin Spring Conference, Walworth County Tavern League
Applicants requested item be placed on September agenda.

Oktoberfest, Alexandria Binanti

The event is moved from Flat Iron Park to Geneva and Broad Streets (similar to the 2016 event). The permits have been applied for, but there is a hold-up due to proof of insurance. City only hotels will be targeted. New this year is a Lake Geneva Pie Company sponsored race and Scavenger Hunt. Motion by Pirzada, second by Fesenmaier, to approve the October 7 and 8 Oktoberfest grant for \$11,350 upon the receipt of City permits. Unanimously carried.

Tourism Commission Logo and other possible changes

Visit Lake Geneva will bring a few options for a logo. Motion by Waspi, second by Howell, to continue to the September meeting. Unanimously carried.

Addition of link or QR code to the Riviera homepage

Motion by Howell, second by Pirzada, to continue to the September meeting. Unanimously carried.

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

No update. Continued to September meeting.

Future meeting agenda items and next meeting date –

- Tourism Logo – September meeting
- Link or QR Code on promotional materials – continued to September
- Contract negotiations update with Visit – continued to September meeting with a request by Commissioners to include the current contract and any drafts in the September packet.
- Heather Jones contract renewal (expires Oct. 31, 2023) – Commissioners requested the current and draft contract be included in the September packet for the Public.

Monday, September 11, 2023, at 4:00 PM

Motion by Howell, second by Waspi, to adjourn at 5:51 p.m. Carried.

Respectfully submitted, Alderman Fesenmaier, Secretary