



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

CITY OF LAKE GENEVA TOURISM COMMISSION
MONDAY, NOVEMBER 13, 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.- November 13, 2023 Tourism Commission

Nov 13, 2023, 4:00 – 5:00 PM (America/Chicago)

Please join my meeting from Google Chrome on your computer.

<https://meet.goto.com/744061285>

AGENDA

1. Chairman Waspi called 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 October 9, 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. Riviera agreement for events that request to have rental fees waived
8. Update from Lake Geneva Business Improvement District (events and mission)
9. Written financial update regarding Room Tax Dollars Collected, Financials, current Budget & Disbursements, list of outstanding (unpaid) tourism grants awarded
10. Discussion/Update regarding VISIT Lake Geneva contract with Tourism Commission (*Continued from October meeting*)
11. Discussion/Action on Tourism Promotional Grant Program and Requests: **Maximum ten (10) minute presentation per request:**
 - a. The Wisconsin Cheese Festival (*Lake Geneva House of Music and APG Southern*

Wisconsin)

- b.** Jazz Fest (*Lake Geneva House of Music and APG Southern Wisconsin*)
 - c.** Lake Geneva TacoFest (*Lake Geneva House of Music and APG Southern Wisconsin*)
 - d.** Women's Weekend (*Geneva Lake Woman's Association*)
 - e.** Downtown Ice Sculpture Walk 2024 (*VISIT Lake Geneva*)
- 12.** Proposed Tourism Commission Logo (*VISIT Lake Geneva; continued from October meeting*)
- 13.** Addition of link or QR code to all marketing materials including print and social media (*Continued from July 2023 meeting*). Potential revision to Tourism Grant Application to include that the grantee lists the City website page URL/link (mirrored from the Riviera webpage) showing City hotels and lodging.
- 14.** Future Agenda Items (*Next Meeting Date: Monday, December 11, 2023 at 4:00 p.m.*)
- 15. 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.