

TOURISM COMMISSION MINUTES
Monday, January 8, 2024
COUNCIL CHAMBERS, CITY HALL

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

Roll Call

Present: Chair Brian Waspi, Alderman Fesenmaier, Alderman Howell, Troy Migut; Stephanie Klett (Ex-Off), Mayor Klein (Ex-Off, arrived at 4:17 p.m., sat in audience)

Absent: Vice Chair Zakia Pirzada, Linda Moritz; Comptroller 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 December 11, 2023

Motion by Waspi, second by Migut, to approve the minutes from December 11, 2023.

Unanimously carried.

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

Jones reviewed her monthly report included in the packet. She was enthusiastic about the upcoming wedding season and is extending her marketing campaign one month longer this year. She is using “Here Comes the Guide,” at no cost and Zola, for a three-month trial period for additional marketing of the Riviera. Jones already has four bookings in 2025.

Riviera agreement for events requesting to have rental fees waived

Fesenmaier noted that the form should be sent to FLR and Council for a revision: add the amount waived to the form. Also, Heather requested that it is noted on the form when she is notified that the waiver has been approved, so she can keep her records up-to-date. Another line should be added that staff has verified the dates are indeed available.

Update from Tourism Entity – Visit Lake Geneva

Deanna Goodwin highlighted future events from her report including Winterfest 2024, January 31 through February 4.

Samples from the impressive December Earned Media list:

- https://madison.com/news/local/madison-day-trips/article_b9c43216-9914-11ee-94fe-43deae0d4c51.html
- <https://newyorktravelguides.com/coziest-winter-towns-in-america/>

Mayor Klein arrived.

The VISIT Lake Geneva website ended the year with an impressive 1.5 million page sessions and 4.3 million pageviews while their Facebook account scored a 9.1 million post reach. They collected more than 1200 winter clothing items, through the end of the year, donated to Walworth County families.

Update from Lake Geneva Business Improvement District (BID) –

New for 2024 a blog section on the website will be added and Murals in Motion artist selection will occur in February.

Progress continues with WEDC's Main Street program. BID is initiating an impact study for the Hwy. 50 project to determine marketing needs and solutions during the construction.

Written financial update provided by City Comptroller

No information was included in the packet.

Tourism Promotional Grant Program and Requests

None.

Date Change for 2024 Taco Fest

Applicant needed to move the 2024 event up by one weekend due to a scheduling conflict. The grant had previously been approved by the Commission, so the only change requested is the date. Motion by Howell, second by Waspi, to change Taco Fest 2024 to Friday, September 13, through Sunday, September 15, 2024. Unanimously carried.

City Website link and Grant Application revision

Spot needed on the City Website for City Hotel information and revision of Tourism Grant Application to reflect the requirement that a link (to above) be included on any marketing materials.

This item is still in progress with Heather Jones to consult with Administrator Nord.

Review of Riviera Waiver form (previously approved by City Council)

Duplicate agenda item.

Form was included in the packet and discussed above.

Review of signed 2024 Visit Contract with the Lake Geneva Tourism Commission

No changes or corrections. New contract was signed by the December 31, 2023 expiration date. 2024 Business Plan will be emailed to all Commissioners.

Future meeting agenda items and next meeting date –

- Big Balloon Adventure for February
- Debrief/Follow-up form: discuss making this a permanent agenda item after the Grant Requests agenda item
- Grant Application revision: include City website link to City hotels on the grant application to require on marketing materials

Monday, February 12 at 4:00 PM

Motion by Waspi, second by Migut, to adjourn at 4:46 p.m. Carried.

Respectfully submitted,
Alderman Fesenmaier, Secretary