



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

CITY OF LAKE GENEVA TOURISM COMMISSION
MONDAY, FEBRUARY 12, 2024 - 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:

Please join my GoTo meeting from Google Chrome on your computer.

<https://meet.goto.com/961071717>

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 Tourism Commission minutes from January 8, 2024, as prepared and distributed
5. Update from Heather Jones (Independent Contractor for Tourism Commission) Meet at the Lake Promotional Activity
6. Riviera agreement for events requesting to have rental fees waived
7. Update from Tourism Entity (VISIT Lake Geneva) on Promotional Activity, Calendar, and Hotel performance
8. Update from Lake Geneva Business Improvement District
9. Written financial update regarding Room Tax Dollars Collected, Financials, current Budget & Disbursements, list of outstanding (unpaid) tourism grants awarded
10. Discussion/Action on Tourism Promotional Grant Program and Requests: **Maximum ten (10) minute presentation per request:**
 - a. Request to revise previously awarded grant (The Balloon Adventure)
 - b. Art in the Park
11. Discussion; Link on City website and revision to Tourism Grant Application listing City website page showing City hotels and lodging

12. Discussion/Action; debrief/follow-up form: making this a permanent agenda item after the Grant Requests agenda item

13. Future Agenda Items (next meeting date: Monday, March 11, 2024 4:00pm)

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.