



Lake Geneva Business Improvement District
Board of Directors Meeting
Wednesday, March 6, 2024 | 9:00 AM
Harbor Shores of Lake Geneva

AGENDA

1. Call to Order
2. Roll Call
3. Approval of Minutes from last meeting
4. Comments from the public as allowed by Wis. Stats. § 19.84 (2), limited to items on this agenda except for public hearing items. Comments will be limited to 3 minutes.
5. City News and Mayor Klein Update
6. Appearance of VISIT Lake Geneva
7. Treasurer Report – Presented By Executive Director Alexandria Binanti (Anthony Silvestri absent)
 - a. Balance Sheet
 - b. Budget vs Actuals
 - c. Pay Bills
8. Executive Director's Report
 - a. Annual Marketing Plan & Community Improvement Awards Review
 - b. Event Planning Recap – Wine Walk, Murals in Motion, Oktoberfest
 - c. Update on Hwy 50 resurfacing project
 - d. Conference Updates for Main Street
9. Comments from the Board of Directors
 - a. Alethea Salgado – Mural Committee Recap
10. New Business:
 - a. Discussion/Approval of Non-profit Bylaws presented at previous meeting
 - b. Presentation/Review of 2024 Annual Marketing Plan
11. Adjourn