



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

MINUTES

1. Call to Order – 9:00 AM
2. Roll Call - Janine Osborne, Alethea Salgado, Elizabeth Tumas, Angela Carlson, Alexandria Binanti. Absent: Anthony Silvestri, Spyro Condos & Laura Thompson.
3. Approval of Minutes from last meeting – Alethea Salgado Motions, Elizabeth Tumas Seconds. All Approved.
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.
 - i. Sherri Aimes – Discusses Hwy 50 Repavement project and social media post in a community group prior to City announcement.
 - ii. Mary Jo Fesenmaier – Discuss Hwy 50 Repavement project with consideration of marketing bike ability in the city with suggested installation of creative bike racks.
5. City News and Mayor Klein Update – Mayor Klein discusses Hwy 50 confirmation, also discusses mural program addition for collaborative event with the school district.
6. Appearance of VISIT Lake Geneva – Deanna Goodwin delivers report highlighting earned winter media, discusses Lake Geneva Restaurant Week April 20-28 and Concerts in the Park starting in June. Goes over site and social metrics.
7. Treasurer Report – Presented By Executive Director Alexandria Binanti (Anthony Silvestri absent) Reports were not available from City of Lake Geneva Treasurer. Will update at following meeting.
 - a. Balance Sheet
 - b. Budget vs Actuals
 - c. Pay Bills

56004	Alexandria Binanti Salary	#019	\$	6,250.00
56014	Alexandria Binanti - office supply bid phone	#019	\$	87.26
56009	Alexandria Binanti – Barricade Flashers	#019	\$	257.42
56020	Alexandria Binanti – Adobe Subscription	#019	\$	10.54
56015	Alexandria Binanti – Legal Zoom	#019	\$	15.99
56033	Mike Cary - Watering Contract	N/A	\$	1,666.67
Designated Reserves	Backyard Dream Studios – Murals In Motion	1068	\$	3699.50

56020	Alethea Salgado – Feb 2024	#12123	\$ 1,250.00
			13,237.38

8. Executive Director's Report

a. Annual Marketing Plan & Community Improvement Awards Review – Discussed Marketing Plan Contents, no need for vote. Reminder to submit selections for awards due by 3/8/2024.

b. Event Planning Recap – Wine Walk, Murals in Motion, Oktoberfest – Reviewed Ticket Sales for Wine Walk, Murals in Motion budget for marketing, and recap of last two Oktoberfest meetings. Roger Wolf asked to be a part of the committee for Oktoberfest in regards to vendor market.

c. Update on Hwy 50 resurfacing project – Planned Public Meeting at City Hall on March 21, 2024 from 5-7pm (Room reserved from 4-7pm). Continued agenda item for next month.

d. Conference Updates for Main Street – moved item to next month.

9. Comments from the Board of Directors

a. Alethea Salgado – Mural Committee Recap – discusses artist process and status of building applications as well as event component going to FLR.

10. New Business:

a. Discussion/Approval of Non-profit Bylaws presented at previous meeting – Elizabeth Tumas Motions, Angela Carlson Seconds. All Approved.

11. Adjourn – 9:47AM Alethea Salgado Motions, Elizabeth Tumas Seconds. All Approved.