



**CITY OF LAKE GENEVA
626 GENEVA STREET
LAKE GENEVA, WI
TOURISM COMMISSION MEETING
MONDAY, APRIL 8, 2024 - 4:00 PM
LAKE GENEVA CITY HALL; COUNCIL CHAMBERS (MAIN LEVEL)**

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 March 11, 2024
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. Update from Lake Geneva Business Improvement District (events and mission)
8. Written financial update regarding Room Tax Dollars Collected, Financials, current Budget & Disbursements, list of outstanding (unpaid) tourism grants awarded
9. Discussion/Action on Tourism Promotional Grant Program and Requests: **Maximum ten (10) minute presentation per request:**
 - a. Bacon Fest 2024
 - b. Murals in Motion
10. Final event evaluations from organizations receiving tourism grants
 - a. Evaluation from VISIT for the "Downtown Ice Sculpture Walk" grant
11. Discussion: Link on City website and revision to Tourism Grant Application listing City website page showing City hotels and lodging.
12. Future Agenda Items (next meeting date: Monday, May 13, 2024, 4:00 PM)

13. 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.