

TOURISM COMMISSION MINUTES
Monday, March 11, 2024
COUNCIL CHAMBERS, CITY HALL

Meeting was called to order by Chair Waspi at 4:02 p.m.

Roll Call

Present: Chair Brian Waspi, Vice Chair Zakia Pirzada, Alderman Fesenmaier, Alderman Howell, Linda Moritz; Mayor Klein (Ex-Off)

Absent: Troy Migut; Comptroller Laura Pisarcik (Ex-Off), Stephanie Klett (Ex-Off)

Comments from the Public limited to 5 minutes, limited to items on the agenda: None.

Approval of Tourism Commission minutes from February 12, 2024

Motion by Waspi, second by Pirzada, to approve the minutes from February 12, 2024.

Unanimously carried.

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

Jones gave an overview of her monthly report included in the packet. The Social Media Ad Campaign that began in December 2023 runs through April 15, 2024.

Update from Tourism Entity – Visit Lake Geneva

Goodwin and Klett were attending the Wisconsin Governor's Conference on Tourism.

Monthly report was available to the Commissioners and the Public in the packet.

Update from Lake Geneva Business Improvement District (BID) –

Binanti's report was available in the packet. She was attending the Tourism Conference.

Written financial update provided by City Comptroller

Balance Sheet dated **December 31, 2023** included in current packet

Total Assets - \$1,516,012

Restricted Fund Balance - \$525,302.27

Tourism Promotional Grant Program and Requests

Riviera Ballroom Wood Floor Project – Heather Jones and Sam Borghgraef

The ballroom floor due is showing signs of deep wear including a sunken in section. Motion by Pirzada, second by Howell, to approve the grant for \$3,316 to refinish the Riviera Ballroom floor. Unanimously carried.

Fall 2024 and Winter 2025 Promotion – Heather Jones

Jones explained the media campaign for meetings, weddings, and other events at the Riviera Ballroom. The promotion targets groups who commit to 30 room nights at City of Lake Geneva hotels from October 2024 through April 2025. The promotion details will be available on the

website. Motion by Howell, second by Pirzada, to approve the grant not to exceed \$10,000 for the Fall 2024 and Winter 2025 Promotion of the Riviera. Unanimously carried.

Tavern League of Wisconsin Spring Conference 2024 -Tina Conley

Conley explained the details of the Conference. Commissioners expressed concern regarding the location. The following conditions will be included in the motion to approve the grant: a one-year ad in their On Premise publication and in the official Conference booklet, creation of an ad which will include the link to the hotels page on a landing page of their Conference event website, plus an ad on the state Tavern League website for one year. Motion by Waspi, second by Pirzada, to approve the grant not to exceed \$10,000. Unanimously carried.

Wee Whiskey Fest – Geneva Lakes Whiskey Club

Dana Trilla and Sherman Lindsey explained the new event. Some of the activities will be held outside the City along with numerous locations in the City downtown. The grant will be used for marketing overnight stays in City of Lake Geneva hotels. Motion by Waspi, second by Fesenmaier, to approve the grant not to exceed \$20,000. Unanimously carried.

City Website link and Grant Application revision

Heather Jones will continue to work with Administrator Nord to host a copy of the hotel list, using a separate domain, on the City's website. This list can easily be displayed on the bottom of the City website along with other clicks in various locations on website pages. Pirzada, who represented the Hoteliers on the Commission, continues to advocate for this list which includes the hotels outside the downtown but within the City limits.

Debrief /Follow-Up Form Review – Permanent Agenda Item

The City Administrator, who reviews and approves the invoices for grant reimbursement sends the complete form to the Commissioners. Discussion continued about including this form in the packet and an agenda item added to the monthly meeting for review by the Commissioners. Motion by Pirzada, second by Fesenmaier, to add the Grant Review information to the monthly meeting agenda as a permanent item, even if there are no submissions. The grant follow-up information aka completed Reimbursement Form in the grant application will be included in the packet. Unanimously carried.

Future meeting agenda items and next meeting date –

- Note: new Tourism Commission logo is now available on the City website for ad copy.
- Commissioners are encouraged to access the grant application online from the City Website to review for updates. [Tourism Commission | Lake Geneva WI \(cityoflakegeneva.gov\)](https://cityoflakegeneva.gov/tourism-commission)
- Reimbursement Form – permanent agenda item on the monthly meeting.
- Grant Application review and revisions.
- **Monday, April 8 at 4:00 PM**

Motion by Waspi, second by Pirzada, to adjourn at 5:20 p.m. Carried.

Respectfully submitted,
Alderman Fesenmaier, Secretary