

TOURISM COMMISSION MINUTES
Monday, May 13, 2024
COUNCIL CHAMBERS, CITY HALL

Meeting was called to order by Chair Waspi at 4:00 p.m.

Roll Call

Present: Chair Brian Waspi, Vice Chair Zakia Pirzada, Alderman Fesenmaier, Alderman Howell, Troy Migut, Cathy Stoodley; Mayor Krause (Ex-Off)

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

Comments from the Public limited to 5 minutes, limited to items on the agenda: Chair Waspi read into the record a letter of correspondence from resident and business owner, Luke Pfeiffer, regarding the BID Grant request and its legality according to State Statute.

Approval of Tourism Commission minutes from April 8, 2024

Motion by Waspi, second by Pirzada, to approve the minutes from April 8, 2024. Unanimously carried.

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

Jones gave an overview of her April report noting that the catering financials were not updated from the comptroller. Heather noted that the website pageviews showed an increase of 105 over last month. Bookings are down for 2024 likely from peak bookings after Covid. The new average will most probably be the current number (50) for future. Convention bookings at the Riviera hold steady with parking and breakout rooms a challenge.

Update from Tourism Entity – Visit Lake Geneva, Deanna Goodwin

Restaurant Week was an enormous success, according to Goodwin, with 37 participating restaurants and 5100 ballots returned. Charity Check winners will be announced at the May Partner meeting.

Concerts in the Park will begin June 27. Another long list of Earned Media was included with this article that was written directly as a result of last year's Geiger Tour: [Lake Geneva, Wisconsin Travel Guide \(travelandleisure.com\)](https://www.lakegeneva.wisconsin.gov/travelandleisure)

Visit website numbers continue to show growth. There will be a new mobile app coming soon for Visit including a section with the Shore path.

Update from Lake Geneva Business Improvement District (BID) – Alexandria Binanti

Binanti was excited to announce that Downtown Lake Geneva, BID's website, experienced a 170% increase in site sessions over last month. www.downtownlakegeneva.org
Facebook, Instagram, and Tik-Tok continue to see increases in users.

The Spring Wine Walk, in spite of or possibly because of, the rainy weather, proved to be successful with shoppers spending more time browsing in the downtown stores than previous events. Mural in Motion kicks off next with a week full of activities as a segway into the permanent mural collection.

Main Street Community status was applied for in April with a determination in June.

Written financial update provided by City Comptroller

No report.

Tourism Promotional Grant Program and Requests

Data Service Software - BID, Alexandria Binanti

Binanti explained that the software can capture data city-wide and tracked back to the marketing efforts thus applicable to Tourism funding. Binanti firmly believes that the wording in State Statute covers operational expenses for the Tourism Commission which would be a partner in the software purchase and annual cost. The Tourism Commission would then also have access to pull data from/for other grant applications. Goodwin shared that Visit has a new subscription. Binanti will arrange for a company demo for the Commission no later than the August meeting.

Event Evaluations-

None.

City Website link and Grant Application revision

Heather Jones is close to launching a Tourism website for the express purpose of listing City Hotels for use on marketing materials in grants awarded. Motion by Fesenmaier, second by Pirzada, to add the Tourism Commission logo plus Hotels and Lodging as a graphic (live linked to the new Tourism Commission website listing hotels in the City limits) to the bottom of the City Website AND the Tourism Commission page on the City Website. Carried with a no vote by Howell.

Future meeting agenda items and next meeting date –

- Election of Officers
- 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)
- Include link to City Hotels on City website at bottom of front page and under Tourism tab
- Grant Application review and revisions - to include link to City Hotels from City website
- BID Data Service Software
- **Monday, June 10 at 4:00 PM**

Motion by Howell, second by Waspi, to adjourn at 5:30 p.m. Carried.

Respectfully submitted,
Alderman Fesenmaier
Secretary