



Lake Geneva Business Improvement District
Board of Directors Meeting
Wednesday, May 1, 2024 | 9:00 AM
Harbor Shores of Lake Geneva

MINUTES

1. Call to Order – 9:00AM
2. Roll Call – Janine Osborne, Alethea Salgado, Angela Carlson, Anthony Silvestri, Laura Thompson, Elizabeth Tumas, Sherri Ames, Alexandria Binanti virtually. Spyro Condos excused absence.
3. Approval of Minutes from last meeting – Anthony Silvestri Motions. Angela Carlson Seconds.
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. Elizabeth Tumas discusses Murals in Motion promotion and Mr Lake Geneva pageant
 - ii. Roger Wolf with JAYNE discusses Music on Broad Street from 1:30-3:30 every Saturday during the summer.
 - iii. Geneva Shore Report Comments on security for placer.ai if the BID considers purchase
5. City News and Mayor Krause Update
 - i. May 18th at 10am – Hillmoor walking trails will be open to the public
 - ii. Continued discussion and partnership with upcoming construction
 - iii. Interested in business visits in the future with BID
6. Appearance of VISIT Lake Geneva – Presented by Deanna Goodwin
 - i. Recap of Restaurant Week
 - ii. Partner Meeting Reminder
 - iii. Discussion of Concerts in the Park and other events
 - iv. Delivers marketing metrics and options of future data with placer.ai currently looking at 15% website traffic increase this month.
7. Treasurer Report – Anthony Silvestri delivers report regarding accounts.
 - i. 11000 Town Bank-Cking 14,006.53 11001 Town Bank-MoneyMkt 214,064.53
 - ii. Total Bank Accounts \$228,071.06
 - iii. Utilized \$125,227.39 of budget so far with \$117,882.58 left of the budget able to be used.
 - iv. Expenses paid in April after last board meeting: Dustin Check Request: \$2000
Sabrina Check Request: \$750 Alexandria Binanti Reimbursement for Wood and Temu
Purchase: 3077.99 +110.17 =3188.16
 - a. Balance Sheet
 - b. Budget vs Actuals

c. Pay Bills – Motion to be made regarding email from comptroller titled: 2023 palpable errors for reimbursement of \$711.01 for Steve Hamilton LLC to be issued for property 812 Geneva Street. Elizabeth Tumas Motions, Anthony Silvestri Seconds. Discussion: Laura Thompson asks about process of assessment collection for future. All Approved.

May Bill Totals: 12,598.06

Plus Check Requests to be made by May 6,2024 to be issued for Murals in Motion artists' second payment equaling \$21,450.00.

Chart of Account #	Name of Expense/Detail	Invoice Number	Total
56004	Alexandria Binanti Salary	#022	\$6,250.00
56014	Alexandria Binanti - office supply bid phone	#022	\$87.26
56035	Alexandria Binanti – Menards	#022	\$44.21
56031	Alexandria Binanti – Facebook Ads	#022	\$75.00
56041	Alexandria Binanti – Amazon	#022	\$202.52
56041	Alexandria Binanti – Amazon	#022	\$189.87
56041	Alexandria Binanti – Sams Club	#022	\$338.62
56020	Alexandria Binanti - Adobe	#022	\$10.54
56015	Alexandria Binanti – Legal Zoom	#022	\$15.99
56015	City of Lake Geneva	#1136	\$319.61
56020	Alethea Salgado – Marketing & Additional Graphic Design/Print	#10524	\$1,250.00
56031	Alethea Salgado – Amazon	#10524	\$38.59
56018	Alethea Salgado – Amazon	#10524	\$23.20
56031	Alethea Salgado - Temu	#10524	\$102.80
56041	Alethea Salgado – Best Bargains	#10524	\$45.68
56041	Alethea Salgado - Walgreens	#10524	\$33.74
56015	Alethea Salgado - USPS	#10524	\$27.20
56015	Alethea Salgado – Library	#10524	\$1.20
56015	Alethea Salgado - USPS	#10524	\$81.60
56026	The Bottle Shop	N/A	\$1,793.76
56003	Mike Cary - Watering Contract	N/A	\$1,666.67

8. Executive Director's Report

a. Post Event Analysis Spring Wine Walk - 375 tickets sold. 349 attended. About 100 tickets less sold than year prior with probable cause due to event date change. Post event feedback for guests went out with positive ratings. Business feedback is being collected and doodle poll sent out to determine if date will be for April or May next year. Net revenue after expenses sits at about \$6,300 and fall wine walk is set for November 3rd.

b. Murals in Motion Update – Approximately \$47,000 has been raised in sponsorship and grants. Also have a pending 10,000 grant for the program to be awarded in June. All

marketing is deployed. Logistic planning all up to date. Request rsvp of board to the welcome dinner.

c. Music on Street Proposal Update – applied for event permit with intention on feasibility of expanding the music on Broad to other streets next summer.

d. Main Street Accreditation Review Sign Up – June 7 11am – Anthony, Janine, Alethea, & Beth will present with Alexandria.

e. Update on beautification costs for flowers and decorations for 2025 in consideration of potential increased BID boundaries – Treasure Hut examined spring/summer plantings and holiday décor at about 22,000 increase. With additional beautification costs of watering, fall needs, labor, & misc materials estimate would be about \$30,000 increase need in assessment. Additional budget quotes will be ready in June for consideration around marketing, event, and support salary expenses for boundary increase.

9. Comments from the Board of Directors – Sherri Aimes gave new city email and phone number for communications. Discusses BID notes to present at council meetings, and willing to be present and involved at BID events.

10. New Business:

a. Discussion/Approval of Budget Adjustment for Murals – Alexandria Binanti discussed adjusting the former reserve budget to be moved into the beautification category under Murals and increasing budget to 96,386.00 (anticipating about \$38,000 in reimbursements from awarded grants). Also removed the bike rack expenses for 2024 as BID will not have expenses for that until 2025 most likely. Anthony Silvestri Motions to approve budget amendment to be presented to FLR and City Council. Angela Carlson, Seconds. All Approved.

b. Discussion/Approval of Marketing Purchase for Placer.ai software – Discussion of partnership with Tourism Commission for a \$5,000 investment. Motion to pursue partnership with Tourism Commission for purchase. Anthony Silvestri motions. Angela Carlson seconds, all approved.

11. Adjourn – 9:57AM - Laura Thompson motions, Janine Osborne seconds. All approved.