



LAKE GENEVA TOURISM COMMISSION

Monday, June 10, 2024 - 4:00 PM

Lake Geneva City Hall; Council Chambers

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. Election of Tourism Commission officers
5. Approval of the May 13, 2024 Tourism Commission minutes as prepare and distributed
6. Update from Heather Jones (Independent Contractor for Tourism Commission) Meet at the Lake Promotional Activity
7. Update from Tourism Entity (VISIT Lake Geneva) on Promotional Activity, Calendar, and Hotel performance
8. Update from Lake Geneva Business Improvement District (events and mission)
9. Written financial update regarding Room Tax Dollars Collected, Financials, current Budget & Disbursements, list of outstanding (unpaid) tourism grants awarded
10. Discussion/Action on Tourism Promotional Grant Program and Requests: **Maximum ten (10) minute presentation per request:**
 - a. Data service software for downtown events; continued (BID)
 - b. Venetian Fest (Lake Geneva Jaycees)
11. Final event evaluations from organizations receiving tourism grants
 - a. Wee Whiskey Fest
 - b. Cheese Fest
 - c. The Balloon Adventure
 - d. Veterans' Park Ball Diamonds
12. Discussion/Action concerning possible revisions to tourism grant application webpage

13. Discussion/Action regarding Tourism Commission related forms / paperwork / grant procedures review

14. Future Agenda Items (next meeting date: Monday, July 8, 2024 at 4:00 p.m.)

15. 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.