



LAKE GENEVA TOURISM COMMISSION

Monday, July 8, 2024 - 4:00 PM

Lake Geneva City Hall; Council Chambers

MEMBERS:

Chairperson Brian Waspi, Cathy Stoodley, Troy Migut, Zakia Pirzada, Alderperson Fesenmaier and Alderperson Howell; Ex-Officio Members: Mayor Todd Krause, Comptroller Laura Pisarcik, and VISIT Lake Geneva President Stephanie Klett

AGENDA

1. Chairperson Waspi - Call 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 Special Tourism Commission minutes from June 25, 2024
5. Update from Heather Jones "Meet at the Lake" promotional activity
6. Update from Tourism Entity (VISIT Lake Geneva) on promotional activities, calendar and hotel performance
7. Update from Lake Geneva Business Improvement District
8. Written financial update regarding room tax dollars collected, financials, current budget & disbursements and 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. Placer.ai data service software for downtown events; Lake Geneva Downtown Improvement District (*continued from June 25, 2024, Special Tourism Commission meeting*)
 - b. Lake Geneva Beer & Spirits Festival; Nei-Turner Media Group, Inc
10. Final event evaluations from organizations receiving tourism grants
 - a. Women's Weekend 2024
11. Discussion/Action concerning possible revisions to the tourism grant application webpage
12. Tourism Commission related forms, paperwork and grant procedures review

13. Future meeting agenda items - Next meeting date: Monday, August 12, 2024 @ 4:00 PM

14. Adjourn

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.