

TOURISM COMMISSION MINUTES
Monday, July 8, 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, Alder Fesenmaier, Alder Howell, Troy Migut, Cathy Stoodley, Stephanie Klett (Ex-Off), Mayor Krause (Ex-Off),

Absent: Comptroller Pisarsik

Comments from the Public limited to 5 minutes, limited to items on the agenda

None.

Approval of Special Tourism Commission minutes from June 25, 2024

Motion by Stoodley, second by Waspi, to approve the minutes from June 25, 2023. Unanimously carried.

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

Jones presented two new reports in a different format with June data from the website in general and from the paid social media marketing campaign. She gave her regular report orally as it was not included in the packet.

Update from Tourism Entity – Visit Lake Geneva

Deanna Goodwin summarized her multi-page report: partner events, public events, numerous earned media links, marketing, social media, visitor center activity, hotel data, and RFPs. Caroline Carbonara has recently been added to Visit Lake Geneva's team as the social media manager.

Discover Wisconsin's 600th episode has shifted to October and is to be filmed in Lake Geneva. Nominations for Impact Awards are open now until August 31st

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

Alex gave her June Recap of social media, website, and events. She was encouraged by the first Main Street application review with final results expected at the end of July for BID certification in the program. There is also a new event for summer – the Lemonade Crawl on Tuesday, August 20, from 3:00 to 6:00 p.m. based on National Lemonade Day. Eighteen businesses are participating with sixty people registered at this time. Looks to be a fun event.

Written financial update provided by City Comptroller

Balance Sheet from May 31, 2024

Total Assets - \$952,577.41

Restricted Fund Balance - \$907,882.50

Discussion/Action on Tourism Promotional Grant Program and Requests:**Placer.ai Data Service Software for Downtown Events – Business Improvement District**

This grant was continued from the June 25th Special Meeting to allow a fuller discussion and to review the contract with BID for administration costs. Discussion centered around how the use of Placer.ai would help focus grant money on detailed marketing plans based on the specific local data from the software. Alex, Director of BID, was asking to be reimbursed for time spent pulling data into reports for the Commission. She estimated that each report would take two hours. Fourteen grants were given last year for an approximate 28 hours.

Motion by Waspi, second by Howell, to award the full grant amount of \$11,000.

Further discussion focused on the fact that BID would be using Placer.ai for their own marketing of events.

Based on those calculations, motion by Fesenmaier, second by Pirzada, to amend the grant amount down to \$5,500. Amendment failed on roll call vote: Yes – Fesenmaier, Pirzada;

No – Waspi, Howell, Stoodley, Migut. No further discussion. Original motion for \$11,000 passed on a roll call vote: Yes – Waspi, Howell, Stoodley, Migut; No – Fesenmaier, Pirzada.

Lake Geneva Beer and Spirits Festival – Nei-Turner Media Group, Inc.

The event will take place at The Ridge Hotel in Geneva Township. There are a limited number of rooms being blocked at The Ridge, and the balance of the attendees will be directed to the City Hotels list on the new Tourism Commission website which promotes and lists ONLY accommodations listed in the City limits. Duchemin and Krause noted that they do use Placer.ai to help determine marketing. When asked why the event is not planned for the Riviera, they noted the size could not hold their event. The event is off-season on October 26. City hotels will be encouraged to create and offer special package deals for this festival. The budget for the whole event is larger than the money requested for the grant. Motion by Pirzada, second by Stoodley, to approve the grant for \$19,500. Motion by Waspi, second by Howell, to amend by adding the requirement that a QR Code or link to the Tourism Commission website for City hotels be included on all promotional materials including the event website. Unanimously carried for the amendment and the amended original motion.

***Chair Waspi noted that Ms. Klett was excused to leave the meeting at 5:34 p.m.**

Final Event Evaluations from organizations receiving Tourism Grants**Women's Weekend 2024**

Commissioners noted the details given about marketing results. Suggested this grant application and evaluation be used as a Sample for future applicants.

Discussion/Act concerning possible revisions to the Tourism Grant application.

Alder Fesenmaier will work with City Clerk Jahns up include the Tourism Commission website link and requirements regarding including the link and/or QR code in grant promotional materials. Request by Pirzada to split the application into two sections.

Tourism Commission related forms, paperwork, and grant procedures review

Discussion from above.

Future meeting agenda items and next meeting date –

- Approve regular meeting minutes from June 3, 3024
- Tourism Link to City Hotels – make prominent on Tourism page of City website
- Link or QR Code on promotional materials (update grant application)

Monday, August 12, at 4:00 PM

Motion by Howell, by Waspi, to adjourn at 5:46 p.m. Carried.

Respectfully submitted,
Alderman Fesenmaier, Secretary