

TOURISM COMMISSION MINUTES
Monday, June 25, 2024
COUNCIL CHAMBERS, CITY HALL

Meeting was called to order by Chair Waspi at 2:06 p.m.

Roll Call

Present: Chair Brian Waspi, Alderman Fesenmaier, Alderman Howell, Cathy Stoodley

Absent: Vice Chair Zakia Pirzada, Troy Migut, Mayor Krause (Ex-Off), Stephanie Klett (Ex-Off), Comptroller Laura Pisarcik (Ex-Off),

Comments from the Public limited to 5 minutes, limited to items on the agenda. None

Tourism Promotional Grant Program and Requests

Pacer.ai Data Service Software - BID, Alexandria Binanti

Patricia Bladow, Walworth County Visitors Bureau, gave an online presentation of the Pacer.ai program. She explained that there is data gathered from your phone, tracking our use and location especially through Google Maps. She demonstrated how the Pacer.ai can narrow down to different locations including geopolitical boundaries. There is extensive training provided by the company. Bladow zeroed in on specific locations right in Lake Geneva to show the depth of property reports giving data for the past 12 months: where a visitor has been before and went after that location, zip code of where visitor is from, tracks overnight visits, ethnicity, income, number living in household, etc. The data reports can be created back to 2017. Bladow also shared that there are six other entities who share access to Pacer.ai through the Bureau. Chair Waspi reviewed the statute criteria for funding uses: marketing projects, targeted marketing, and assessing the effectiveness of grant previously awarded. These uses are very specific and are in line with Pacer.ai data that is generated.

Motion by Howell, second by Stoodley, to award the BID \$5,000 as a one-year commitment to partner with Walworth County Visitors Bureau for access to Pacer.ai.

Further discussion centered around the grant being contingent on an agreement for shared data with BID.

Motion by Fesenmaier, second by Stoodley, to continue to the July 8, 2024, in order to view a written agreement with BID. Carried 3 to 1 with Howell voting No.

Motion by Howell, second by Waspi, to adjourn at 2:46 p.m. Carried.

Respectfully submitted,
Alderman Fesenmaier
Secretary

Next meeting: Monday, June 8 at 4:00 PM