



Lake Geneva Business Improvement District
Board of Directors Meeting
Wednesday, June 5, 2024 | 9:00 AM
Harbor Shores of Lake Geneva

MINUTES

1. Call to Order: 9:02AM
2. Roll Call: Spyro Condos, Alethea Salgado, Angela Carlson, Beth Tumas, Janine Osborne, Sherri Aimes, Anthony Silvestri. Laura Thomspson Absent.
3. Approval of Minutes from last meeting: Beth Tumas, first. Angela Carlson, second. All Approved.
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. Presentation of a Lemonade Crawl from Ryan and Benjamin Rohde. Discussion of hosting lemonade walk similar to Cocoa Crawl. Motion to move to New Business and Beth Tumas Proposes BID assistance for event permit and event promotion. Anthony Silvestri, Seconds. All Approved.
5. City News and Mayor Krause Update: Discusses response of murals and positive comments from the public. Also discusses updates to administration and staff, discussion of committee on hwy 50 resurfacing project and public parking structure potential.
6. Appearance of VISIT Lake Geneva - Deanna absent
7. Treasurer Report – Review of Murals in Motion Expenses. Awaiting revenue from sponsorships and grants.
 - a. Balance Sheet
 - b. Budget vs Actuals
 - c. Pay Bills

Chart of Account #	Name of Expense/Detail	Invoice Number	Total
56004	Alexandria Binanti Salary	#023	\$6,250.00
56014	Alexandria Binanti - office supply bid phone	#023	\$87.26
56031	Alexandria Binanti – Meal Receipts	#023	\$617.58
56031	Alexandria Binanti – Facebook Ads	#023	\$325.00
56031	Alexandria Binanti – Amazon	#023	\$608.59
56015	Alexandria Binanti – Treasure Cove	#023	\$115.94
56031	Alexandria Binanti – Cash Withdrawl for musicians	#023	\$1000.00

56020	Alexandria Binanti - Adobe	#023	\$10.54
56015	Alexandria Binanti – Legal Zoom	#023	\$15.99
56031	Alethea Salgado – Murals Graphic Design Additional Hours	#10624	\$1000.00
56020	Alethea Salgado – Marketing & Graphic Design/Print	#10624	\$1,250.00
56015	Alethea Salgado – Gas Reimbursement	#10624	\$54.56
56031	Alethea Salgado – Dollar Tree	#10624	\$44.84
56031	Alethea Salgado – Family Dollar	#10624	\$5.51
56031	Alethea Salgado – Kwik Trip	#10624	\$55.38
56015	Alethea Salgado - USPS	#10624	\$27.20
56031	Alethea Salgado - Walmart	#10624	\$39.19
56031	Alethea Salgado – Amazon	#10624	\$36.36
56031	Alethea Salgado – Amazon	#10624	\$33.74
56041	Alethea Salgado -Horticultural Hall	#10624	300.00
56031	Louie Blair Music	#10624	400.00
56031	Paul Samuel Pappas	1000	\$437.75
56031	Impressions Count	232624	73.44
56031	Impressions Count	BR2419503	67.85
56031	WLKG-FM -	0550	100.00
56020	Copies & Prints Plus		259.19
56031	Backyard Dream Studios	1441	3,699.50
56031	VISIT Lake Geneva - Coop	6967	900.00
56031	VISIT Lake Geneva – Coop	6548	350.00
56031	Check Request – Haven Wells		750.00
56031	Check Request – A Work of Art Materials		1013.50
56031	Check Request – Evan Knutson for event photography		250.00
56003	Mike Cary - Watering Contract	N/A	\$1,666.67

= 21,845.58

8. Executive Director's Report

a. Post Event Analysis Murals in Motion – Discussed expenses equaling approximately \$112,000 for event and beautification costs. Welcome reception and alleyway dinner feedback, payments to be made still for lightpost banners, a couple building owners for site plan review and permit reimbursements, apg marketing.

b. Music on Street Proposal Update – approved at council. Started on Broad Street on Saturdays. Looking to expand to a new ordinance for 2025 for the whole BID.

d. Main Street Accreditation Review Reminder – June 7; 11am – review meeting with executive committee. Plan on 1.5 hour presentation and questions.

e. Beautification Update: Lights, Flowers, and new banner design review – All approved on design for evergreen banners. Looking to make an agreement with city for permanent placement of banners between event banners up.

f. Update on potential new events: Introduction to half marathon partnership for 2025 – will update next month on small business participation and interest. Anthony Silvestri motions to add event to our operations plan for logistic support with businesses. Spyro Condos Seconds. All Approved

9. Comments from the Board of Directors

- a. Director Spyro Condos on Hwy 50 re-pavement project – discussing opportunities to talk and serve on the committee assigned by mayor, looking at parking alternatives and trolley services for the season.

10. New Business:

- a. Request to review new benches in downtown from Roger Wolff and Terrance Paisano. – Executive Director shared email correspondence and will be working with Anthony Silvestri and public works to discuss maintenance and ability to update benches.

11. Adjourn – 10:01 am. Anthony Silvestri first, Beth Tumas Second. All Approved.