



Lake Geneva Business Improvement District
Board of Directors Meeting
Wednesday, August 7, 2024 | 9:00 AM
Harbor Shores of Lake Geneva

MINUTES

1. Call to Order – 9:02am
2. Roll Call – *Alexandria Binanti, Janine Osborne, Spyro Condos, Laura Thompson, Beth Tumas, Angela Carlson, Sherri Aimes. Excused Absence: Alethea Salgado, Anthony Silvestri.*
3. Approval of Minutes from last meeting – *Beth Tumas Motions. Laura Thompson Seconds. 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. *Mary Jo Fesenmaier discusses bike racks and update on Tapco for pedestrian crossing fixes on August 16th.*
 - ii. *Roger Wolf with JAYNE updates on bench ideas for refresh & also discusses potential of noise ordinance from traffic.*
 - iii. *Jim Strause comments on pedestrian crossings need for replacement and new technology*
5. City News and Mayor Krause Update – *Mayor Krause discusses new interim city administrator*
6. Appearance of VISIT Lake Geneva – *Deanna Goodwin reports on Concerts in the Park, Geiger Tour, Annual Dinner and Ovation Award Nominations. Conventions and Meetings seem to keep occupancy high while recreational travel is reaching it's pre-covid norm.*
7. Treasurer Report – *Alexandria Binanti delivers report and notes accounts sit at \$121,085.14. Sponsorship payments to be collected in August from Murals in Motion and account needs to be reviewed about payment from Tourism Commission from grant and mural sponsorship.*
 - a. Balance Sheet
 - b. Budget vs Actuals
 - c. Pay Bills

56004	Alexandria Binanti Salary	#025	\$	6,250.00
56014	Alexandria Binanti - office supply bid phone	#025	\$	87.26
56020	Alexandria Binanti – Amazon Lemonade Crawl	#025	\$	63.27
56020	Alexandria Binanti – Pens.com - Bags	#025	\$	370.00
56015	Alexandria Binanti – Jotform Annual Subscription	#025	\$	234.00
56026	Alexandria Binanti – City of Lake Geneva Wine Walk Permit	#021	\$	12.00
56020	Alexandria Binanti – Adobe Subscription	#025	\$	10.54

56015	Alexandria Binanti – Legal Zoom	#025	\$	15.99
56033	Mike Cary - Watering Contract	N/A	\$	1,666.67
56020	Alethea Salgado – August 2024	#10824	\$	1,250.00
56009	Alethea Salgado – Oktoberfest Beer Steins	#10824	\$	3,454.51
	TOTAL:			13,402.24

**To Be Paid: Lift rental for mural install, permit fees for property owners for murals, site plan costs to property owners.*

8. Executive Director's Report

a. Lemonade Crawl Update – *Delivered by Rohde Family. 147 signed up. 18 participating businesses. Purchases for participating guests all made. Ready for set up for August 20th.*

b. Maxwell Street Days Update – *26 businesses have submitted offers. Radio ad online plus boosted ads. Hiring busking musicians for Saturday and Sunday.*

d. Oktoberfest Update – *Line Ups booked. Event permit is in process at City. Soliciting Sponsorship. Vendor application is live currently.*

e. Beautification Update – *Getting quotes for Christmas lights update, banners purchased in August for Evergreen Marketing. Two murals were installed to their buildings in July and two are still looking for homes.*

9. Comments from the Board of Directors

i. *Spyro Condos talks about potential to use funds if we have excess for Fall weekday promotions such as music on the street or balloon giveaway from shops.*

ii. *Laura Thomposn recommends lighting installation for the murals*

iii. *Janine Osborne talks about unique financing meeting breakfast partnered with WCEDA inviting small business attendance.*

10. New Business

11. Adjourn – *9:49am Motioned by Beth Tumas, Seconded by Angela Carlson. All Approved.*