



LAKE GENEVA TOURISM COMMISSION

Monday, September 9, 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. Chairman, Waspi call the 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 Tourism Commission minutes from July 8, 2024
5. Update from Heather Jones (Independent Contractor for Tourism Commission) Meet at the Lake Promotional Activity
6. Update from Tourism Entity (VISIT Lake Geneva) on Promotional Activity, Calendar, and Hotel performance
7. Update from Lake Geneva Business Improvement District (events and mission)
8. Written financial update regarding Room Tax Dollars Collected, Financials, current Budget & Disbursements, 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. Oktoberfest- Lake Geneva Business Improvement District (BID)
 - b. Abominable Trail Race-ASR Events, LLC
 - c. Abominable Snow Race-ASR Events, LLC
 - d. The Balloon Adventure-Santa Cause Inc.-DBA 531 Fund
10. Final event evaluations from organizations receiving Tourism Grants
11. Discussion/Action regarding revisions to the Tourism Grant Application form

12. Discussion/Action regarding links on the Tourism Commission webpage

13. Tourism Commission related forms, paperwork, and grant procedures review

14. Future Agenda Items

15. Adjournment

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.