



Lake Geneva Business Improvement District
Board Meeting
Wednesday, September 4, 2024 | 9:00 AM
Harbor Shores of Lake Geneva

MINUTES

1. Call to Order: 9:00 AM
2. Roll Call – *Alexandria Binanti, Anthony Silvestri, Alethea Salgado, Spyro Condos, Laura Thompson, Sheri Ames, Angela Carlson, Beth Tumas, Janine Osborne*
3. Approval of Minutes from last meeting – *Spyro Condos 1st, Anthony Silvestri 2nd, 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 rack and bench update from Public Works. Thanks all who worked on Lemonade Crawl.*
 - ii. *Roger Wolf from JAYNE shows bench update proposal for 2025 budget planning*
5. City News and Mayor Krause update – *Mayor Krause not in attendance but Sheri Aimes discusses position for City Clerk and upcoming position for permanent City Administrator. Also discusses tech update and streaming channel.*
6. Appearance of VISIT Lake Geneva - Absent
7. Treasurer Report
 - a. Chart of Account – *Accounts hold approximately \$132,000 and reviewed budget utilization 84 percent of budget utilization in beautification for the year. 21 percent of event expenses, 63 percent of general expenses, 31 percent marketing.*
 - b. Budget vs Actuals
 - c. Pay bills

56004	Alexandria Binanti Salary	#026	\$	6,250.00
56014	Alexandria Binanti - office supply bid phone	#026	\$	87.26
56031	Alexandria Binanti – Dunn Lumber Mural installation	#026	\$	220.50
56020	Alexandria Binanti – Maxwell Street Days Music via Venmo	#026	\$	100.00
56009	Alexandria Binanti – 4 imprint Oktoberfest	#026	\$	793.05
56020	Alexandria Binanti – Main Street Awards Dinner Reimbursement	#026	\$	160.00
56020	Alexandria Binanti – Adobe Subscription	#026	\$	10.54
56015	Alexandria Binanti – Legal Zoom	#026	\$	15.99

56033	Mike Cary - Watering Contract	N/A	\$	1,666.67
56031	Work of Art - Touchups	#02	\$	450.00
56031	JP Hut Solutions – Final Installation payment	BID 05142024	\$	1,134.10
56020	Copies & Print Plus		\$	79.55
56015	WALCO – Placer ai		\$	5,000.00
56020	Alethea Salgado – September 2024		\$	1,250.00
56031	Alethea Salgado – City Permit Fees		\$	130.00
56016	Treasure Hut LLC – Christmas Lights, minus 5k		\$	30,320.00
	TOTAL:			47,667.66

8. Executive Director's Report

a. Oktoberfest planning – *Event permit passed, tourism grant applied for, liquor license being applied for this week. Planning meetings have moved to weekly.*

b. Maxwell Street Days and Lemonade Crawl Recap –

i. *Lemonade Crawl August 20th 3-6pm:*

Materials & Marketing: \$512.82

Prize: \$250 cash prize for 1st Place (Sponsored by Lake Geneva Rotary Club)

Remaining winners will get a sponsored ad on our social media.

Winners:

1st Place = Pink Moon Bay

2nd Place = Queen Bee Artisan Market

3rd Place = Thumbs Up

Registration was advertised as capped at 250. We allowed for additional registration as it was a free event and considering no-shows, however closed registration at start of event. Had 230 people check in. 18 stops on the map and average time of completion took about 1.5 hours.

Organic Interest on event was at 3.9k and post reach hit 28k. Website traffic increased due to the event. Business feedback indicated increased sales reaching near 16% overall. (one business listing selling out of lemonade inspired items)

ii. Maxwell Street Days August 23-25 from 10-5pm daily

Marketing & Music Budget: \$650.00

40 businesses submitted participation form, anticipated about 55 total promotions. Boosted Ads, Organic Facebook Event interest was 9.7k. Hosted 3 musicians. Had radio ads, earned media in Lake Geneva Regional News and Geneva Shore Report. Feedback from businesses indicated Friday and Saturday were large crowds while Sunday tapered off early. We also promoted live entertainment and food/drink specials happening that weekend.

c. Main Street Update:

i. Proposal of adding event from general marketing budget in September to celebrate Main Street Accreditation – *adjusted to ribbon cutting at Oktoberfest.*

ii. New grants eligibility: Vibrant Spaces & Small Business Development Grant Program – *to be attended and reported on next month*

iii. New merchandise co-op as downtown destination – *to be reviewed Jan 2025*

iv. Suggested Board and Staff training sign ups:

- Fundamentals of Financial Leadership: Oct 8, noon
- Understanding & Assessing Financial Health: Oct 11, noon

- Effective Meeting Planning & Management: Dec 5, noon

9. Comments from the Board of Directors – *Alethea Salgado updates BID on last of mural installations. Discusses future lighting and locations.*

10. Motion to go into closed session pursuant to Sec. 19.85(1)(e) which states: “deliberating or negotiating the purchase of public properties, the investing of public funds, or conduction other specified public business, whenever competitive or bargaining reasons require a closed session” regarding the annual review of board of directors. – *Beth Tumas 1st, Angela Carlson 2nd, All Approved.*

11. Motion to go out of closed session – *Beth Tumas 1st, Laura Thompson 2nd. All Approved.*

12. Adjourn – *Alethea Salgado 1st, Angela Carlson 2nd, All Approved. 10:03am.*