



LAKE GENEVA TOURISM COMMISSION

Monday, October 14, 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. Call 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 June 10, 2024, and September 9, 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. Approval of the 2025 Budget
10. Discussion/Action on Tourism Promotional Grant Program and Requests: **Maximum ten (10) minute presentation per request:** None
11. Final Event Evaluations from organizations receiving Tourism Grants: None
12. Discussion/Action concerning revisions to the Tourism Grant Application- regarding link or QR code on social media sites and splitting the Grant Application into two sections
13. Future Agenda Items
14. Adjournment

No official City Council action will be taken; however, a quorum of the City Council may be present. Requests from persons with disabilities who need assistance to participate in this meeting should be made to the City Clerk's office in advance so that the appropriate accommodations can be made.