

TOURISM COMMISSION MINUTES
Monday, October 14, 2024
COUNCIL CHAMBERS, CITY HALL

Meeting was called to order by Chair Waspi at 4:05 p.m.

Roll Call

Present: Chair Brian Waspi, Vice Chair Zakia Pirzada, Alder Fesenmaier, Cathy Stoodley

Absent: Alder Howell, Troy Migut, Stephanie Klett (Ex-Off), Mayor Krause (Ex-Off),
Comptroller Pisarsik (Ex-Off)

Comments from the Public limited to 5 minutes, limited to items on the agenda

None.

Approval of Special Tourism Commission minutes from June 10, 2024, and September 9, 2024. Motion by Waspi, second by Pirzada, to approve the minutes from June 10, 2024, and September 9, 2024. Unanimously carried.

Heather Jones, Independent Contractor for Tourism Commission, Meet at the Lake Promotional Activity

Jones reviewed the Riviera website analytics in her October report including the newly-launched lakegenevahotels.org. Riviera bookings are recorded into 2026. Discussion regarding Heather's contract renewal at the end of October. The contract was signed successfully with an automatic extension though the Commission wanted to schedule a yearly review of the contract terms by July or September each year, with possibility of adding Placer AI to the contract at a later date.

Update from Tourism Entity – Visit Lake Geneva

Deanna Goodwin was not in attendance. Report was reviewed by the Commissioners. The Earned Media list is extensive for October and included two notable articles about a famous local: <https://www.milwaukeeimag.com/the-origin-story-of-dungeons-dragons-begins-in-lake-geneva/>. Visit Lake Geneva's Bundle Up Campaign began this month and continues through the end of December 2024.

Update from Lake Geneva Business Improvement District (BID) – Alexandria Binanti

Alex was not present, so Commissioners read through October report. It was noted that the July data needed to be added to the columns.

Written financial update provided by City Comptroller

Balance Sheet from August 31, 2024

Total Assets \$1,167,057.86

Restricted Fund Balance - \$907,882.50

Approval of the 2025 Budget

Waspi reviewed the proposed budget. Motion by Waspi, second by Stoodley, to approve the Tourism Commission 2025 Budget. Unanimously carried.

Discussion/Action on Tourism Promotional Grant Program and Requests:

None. Dennis Hines from the Lake Geneva Regional News will reach out to Chair Waspi for an article regarding the grant money available.

Final Event Evaluations from organizations receiving Tourism Grants – None; noted this is now a recurring item on the agenda.

Discussion/Act concerning revisions to the Tourism Grant application.

Change “printer” to “printed” page 3 Section 3 paragraph 2 last sentence. There is another change needed to “our” logo. The Commission agreed that the second version in the packet should be used going forward with Section 1 – Application and Section 2 – Evaluation. Chair Waspi will contact the clerk to explain the changes.

Future meeting agenda items and next meeting date –

- Place Heather’s contract in packet for Discussion.
- Placer.ai – Discuss subscription benefit for Tourism administration
- Placer.ai for current Grant Applications and for Event Evaluations
- Tourism Grant Application revisions; include ONLY second version from October packet

Monday, November 11, 2024 at 4:00 p.m.

Motion by Stoodley, second by Pirzada, to adjourn at 5:21 p.m. Carried.

Respectfully submitted,
Alderman Fesenmaier, Secretary