



LAKE GENEVA TOURISM COMMISSION

Monday, December 9, 2024 - 4:00 PM

Lake Geneva City Hall; Council Chambers

Members:

Chairperson Brian Waspi, Troy Migut, Zakia Pirzada, Alderperson Fesenmaier and Alderperson Stoodley;
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 November 11, 2024
5. Update from Heather Jones (Independent Contractor for Tourism Commission) Meet at the Lake Promotional Activity
6. Discussion/Possible Action regarding the Independent Contractor Agreement for the Lake Geneva Cooperative Convention Center Special Events Coordinator
7. Update from Tourism Entity (VISIT Lake Geneva) on Promotional Activity, Calendar, and Hotel performance
8. Update from Lake Geneva Business Improvement District (events and mission)
9. Written financial update regarding Room Tax Dollars Collected, Financials, current Budget & Disbursements, list of outstanding (unpaid) tourism grants awarded
10. Discussion/Action on Tourism Promotional Grant Program and Requests: **Maximum ten (10) minute presentation per request:**
 - a. Downtown Lake Geneva Ice Sculpture Walk; VISIT Lake Geneva
 - b. The World's Tallest Glass Tree-Mackglass Community dba: World's Tallest Glass Tree (*approved on November 11, 2024, contingent on the submission of a detailed budget*)
11. Final Event Evaluations from organizations receiving Tourism Grants
 - a. Lake Geneva Beer & Spirits Festival; Nei-Turner Media Group, Inc

12. Discussion/Action regarding Tourism Grant Application revisions

13. Discussion/Possible Action regarding Placer.ai

a. Subscription benefit for Tourism administration

b. Use for Current Grant Applications and Event Evaluations

14. Future Agenda Items

15. Adjournment

*A quorum of the Council may be present; however, no official Council action will be taken.
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.*