



Lake Geneva Business Improvement District
Special Board Meeting
Wednesday, January 8, 2025 | 9:00 AM
Harbor Shores of Lake Geneva

AGENDA

1. Call to Order
2. Roll Call
3. Approval of Minutes from last meeting
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.
5. City News Update from Designated City Representative
6. Appearance of VISIT Lake Geneva
7. Election of Officers
 - a. Secretary
 - b. Treasurer
 - c. Vice President
 - d. President
8. Treasurer Report
 - a. Chart of Account establishment
 - b. Budget vs Actuals
 - c. Pay bills
9. Executive Director Report
 - a. 2024 Marketing Plan Recap for 2025 Planning
 - b. Main Street – Discussion/Action for Main Street America Annual Conference
10. New Business:
 - a. Review Event and Promotion Calendar
 - b. Discussion/Action Emergency Succession Plan drafted
 - c. Discussion of Main Street Resource Team Visit
 - d. Pre-planning review of Strategic Plan
11. Comments from Board of Directors
12. Adjourn

This is a meeting of the Lake Geneva Downtown Business Improvement District Board of Directors.
No City Council action will be taken; however, a quorum of the Council may be present.