



Lake Geneva Business Improvement District
Special Board Meeting
Tuesday, February 11, 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. Update from President
6. City News Update from designated City Representative
7. Appearance of VISIT Lake Geneva
8. Treasurer Report
 - a. Chart of Account review
 - b. Budget vs Actuals
 - c. Pay bills
9. Executive Director Report
 - a. Welcome Wisconsin Main Street
 - b. Marketing Report, website & social updates
 - c. Committee recap
 - i. Promotions – Oktoberfest, Spring Marketing Initiatives
 - ii. Design – Tree Board Meeting, Alleyway Project, RFP building for benches
 - iii. Economic Vitality – Hwy 50 Resurfacing, Parking, BID Connects, Vacancy research
 - iv. Organization – Executive Committee, Financial planning
10. New Business:
 - a. Main Street – Discussion/Action for Main Street America Annual Conference
 - b. Discussion/Action Emergency Succession Plan drafted (Continued from January)
 - c. Community Improvement Awards Nominations
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.