



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

MINUTES

1. Call to Order – 9:01am
2. Roll Call – *Janine Osborne, Anthony Silvestri, Stephen Schroeder, Emily Trainor (via phone), Alethea Salgado, Angela Carlson, Alistair Cummings, Spyro Condos, Elizabeth Tumas, Alexandria Binanti, Sherri Aimes (present then excused early).*
3. Approval of Minutes from last meeting - *Anthony Silvestri, motions. Seconded by Elizabeth Tumas. All Approved.*
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.
 - i. *Caroline from Harbor Shores to discuss promotions and marketing for tour groups relating to coupons. Interest in joining promotions committee.*
 - ii. *Linda Frame Alderman from 2nd District requesting parking and hwy 50 resurfacing committee communication as a community member interested in the project*
 - iii. *Jim Straus from Geneva Shore Report discussing safety emergency planning for the future of the community.*
5. City News Update from Designated City Representative - *Sherri Aimes discusses the tree board's request to meet with BID to eliminate lights on the trees for next year's holiday decorations. Gave update on digital viewing services for the City. Discussed the hwy 50 repavement project as city liason.*
6. Appearance of VISIT Lake Geneva – *Deanna Goodwin gave report on Winterfest and ice sculpture walk. Discussed marketing growth through the year, earned media highlighting downtown Lake Geneva as best holiday shopping lists in the country. Also gave update on annual event plans, and will be following up hotel metrics for November as it had to be reassessed from third party vendor.*
7. Election of Officers - *Alexandria Binanti has all board members introduce themselves to the community and welcome newest members. Go over duty descriptions for the executive committee.*
 - a. Secretary - *Angela Carlson Nominated. Motioned from Anthony Silvestri, Seconded by Elizabeth Tumas, All Approved.*
 - b. Treasurer – *Alethea Salgado Nominated. Motioned by Elizabeth Tumas, Seconded by Spyro Condos, All Approved.*

c. Vice President - *Elizabeth Tumas Nominated for Re-election. Motioned by Stephen Schroader, Seconded by Spryo Condos. All Approved.*

d. President - *Janine Osborne Nominated for Re-election. Motioned by Spyro Condos, Seconded by Angela Carlson. All Approved.*

8. Treasurer Report - *Alexandria Binanti delivers updated report with most recent deposits. Anticipating \$85,000 reserves for year end. Also discussed meeting with the city to start process of fiscal management through ordinance and then signer responsibilities. Year end reconciliation to take place following this month's expenditures.*

a. Chart of Account

b. Budget vs Actuals

c. Pay bills

56004	Alexandria Binanti Salary	#031	\$	7083.33
56014	Alexandria Binanti - office supply bid phone	#031	\$	87.26
56005	Alexandria Binanti – Check 131 to Troup 235	#031	\$	125.00
56035	Alexandria Binanti – Check 134 to Terance Paisano	#031	\$	175.00
56015	Alexandria Binanti – Legal Zoom	#031	\$	15.99
56020	Alexandria Binanti – Adobe	#031	\$	10.54
56033	Mike Cary - Watering Contract	N/A	\$	1,666.67
56026	Winebow (2024)	#W10159234	\$	372.00
56026	Select Sellars (2024)	SS-237885	\$	424.80
56026	The Bottle Shop (2024)	#NA	\$	2,129.65
56026	Impressions Count	#233732	\$	720.76
Donation	City of Lake Geneva Police Department (2024)	Check Request	\$	5000.00
Donation	City of Lake Geneva Fire Department (2024)	Check Request	\$	5000.00
			\$	22,811.00

9. Executive Director Report

a. 2024 Marketing Plan Recap for 2025 Planning – *moved to February pending bids for proposal of services for events and evergreen marketing from various vendors.*

b. Main Street – *Discussion/Action for Main Street America Annual Conference – discussion offering \$600 sponsorship of annual conference for Main Street America Conference to be continued based on costs of hotel and travel inclusion. Elizabeth Tumas also requests a calendar of Main Street Training invitations for board participation in 2025.*

c. *Alexandria Binanti also proposed an executive committee meeting schedule for 2025 as it would not interfere with quorum guidelines by state statute. All Agreed.*

10. New Business:

a. Review Event and Promotion Calendar – *to be finalized and sent February. Discussing committee meeting for formation of programming guide*

b. Discussion/Action Emergency Succession Plan drafted – *reviewed but to be continued to February for further discussion/action.*

c. Discussion of Main Street Resource Team Visit – *went over agenda and plan of events.*

d. Pre-planning review of Strategic Plan – *last year's strategic plan to be forwarded. Next month will review progress metrics and establish committee implementation schedules.*

11. Comments from Board of Directors –

i. *Spyro Condos to review reserves/contingency and discuss donating to the police and fire department. Anthony Silvestri Motions to donate funds, Stephen Schroader seconds. All Approved. Check request to be made out today.*

ii. *Spyro Condos also discusses need for more social media marketing dollars as the new hwy 50 resurfacing project commences.*

iii. *Alethea Salgado discusses collection of any clearance items from businesses for donations to Cen Den for their Santa Workshop for next year.*

12. Adjourn – *10:25am Elizabeth Tumas motions, Alethea Salgado seconds. All Approved.*