



LAKE GENEVA TOURISM COMMISSION

Monday, February 10, 2025 - 4:00 PM
Lake Geneva City Hall; Council Chambers

Members:

Chairperson Brian Waspi, Shelley Rowell, 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 minutes from January 13, 2025
5. Update from Heather Jones (Independent Contractor for Tourism Commission) Meet at the Lake Promotional Activity
6. Update from Tourism Entity (VISIT Lake Geneva) on Promotional Activity, Calendar, and Hotel performance
7. Update from Lake Geneva Business Improvement District (events and mission)
8. Written financial update regarding Room Tax Dollars Collected, Financials, current Budget & Disbursements, list of outstanding (unpaid) tourism grants awarded
9. Discussion/Action on Tourism Promotional Grant Program and Requests: **Maximum ten (10) minute presentation per request:**
 - a. Art in the Park; Geneva Lake Arts Foundation
 - b. Wisconsin Cheese Festival; Lake Geneva House of Music and Adams Publishing Group
 - c. Lake Geneva Taco Fest 2025; Lake Geneva House of Music and Adams Publishing Group
10. Final Event Evaluations from organizations receiving Tourism Grants
 - a. World's Tallest Glass Tree
11. Tourism Commission related forms, paperwork, and grant procedures review

12. Future Agenda Items

13. 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.*