



LAKE GENEVA TOURISM COMMISSION

Monday, March 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 February 10, 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. Wee Whiskey Fest; Geneva Lakes Whiskey Club
 - b. Wisconsin Cheese Festival; Lake Geneva House of Music and Adams Publishing Group
(continued from February 10, 2025)
 - c. Lake Geneva Taco Fest 2025; Lake Geneva House of Music and Adams Publishing Group
(continued from February 10, 2025)
10. Final Event Evaluations from organizations receiving Tourism Grants
 - a. Lake Geneva Winter Bridal Expo

11. Tourism Commission related forms, paperwork, and grant procedures review
12. Future Agenda Items
13. Next Meeting Date and Time: Monday, April 14, 2025, at 4:00 pm
14. 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.*