Lake Geneva Business Improvement District
Special Board Meeting
Tuesday, February 11, 2025 | 9:00 AM
Harbor Shores of Lake Geneva

MINUTES

1. Call to Order – *9:00am*
2. Roll Call – *Alexandria Binanti, Elizabeth Tumas, Stephen Schroeder, Anthony Silvestri via phone, Emily Trainor, Alastair Cummings, Spyro Condos, Angela Carlson, Alethea Salgado, Shari Straube. Janine Osborne excused absence.*
3. Approval of Minutes from last meeting - *Stephen Schroeder Motions, Angela Carlson Seconds, 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. *None*
5. Update from President – *BID is informed that current president Janine Osborne is taking a personal leave of absence for the duration of 60-90 days before reconsideration. Discussion on interim appointments of officers. Elizabeth Tumas agrees to move from Vice President to Interim President and Stephen Schroeder makes a motion to leave the mayoral seat vacancy vacant under short term leave and nominates Anthony Silvestri to act as interim Vice President. Spyro Condos, Seconds. All Approved.*
6. City News Update from designated City Representative – *Shari Straube talks about successful Winterfest but no new direct city news.*
7. Appearance of VISIT Lake Geneva – *N/A*
8. Treasurer Report - *Alexandria Binanti discussed meeting with Alethea Salgado and the City to consider adjustments to financial maintenance. Ordinance adjustments being proposed in for February. Current reports are unavailable at this time as software is being updated at City. However, Alexandria acknowledges Tourism Commission funds have been approved for reimbursement for Oktoberfest and placer.ai*
    a. Chart of Account review
    b. Budget vs Actuals

9. Chart of Account #	Name of Expense/Detail	Invoice Number	Total
56004	Alexandria Binanti Salary	#032	$7083.33
56015	Alexandria Binanti - office supply bid phone	#032	$87.26
56015	Alexandria Binanti – Legal Zoom	#032	$15.99
56015	Alexandria Binanti – WIX renewal	#032	$378.00

56015	Alexandria Binanti – Adobe Subscription	#032	$10.54
56041	Alexandria Binanti Treasure Cove – Meetings	#32	$160.21
56041	Alexandria Binanti - LG Gifts Meetings	#32	$48.02
56041	Alexandria Binanti – Speedo's Harborside -Meetings	#32	$104.93
56041	Alexandria Binanti – Egg Harbor – Meetings	#32	$48.26
56016	Treasure Hut	5048988	$27,900.00
56020	Copies and Print Plus	342670	$105.30
56026	J. Alethea Salgado – Wine Walk Purchases	10125	$1677.70
56033	Mike Cary	N/A	$1666.67
			$39,286.21

9. Executive Director Report

a. Welcome Wisconsin Main Street – *introduction of the program*

b. Marketing Report, website & social updates – *Delivers report in regard to new page updates.*

c. Committee recap – *updates to Indoor Sidewalk Sale and survey feedback. Examined committee notes for Hwy 50, Oktoberfest updates, and alleyway connectivity project. Reminder of Annual Meeting March 12th at the Riveria Ballroom.*

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 – *Alexandria Binanti presents proposal for Main Street Now conference attendance. Discussion on programming highlights for walkable/bikeable communities education as well as technological improvements on brick and mortar operations. Report findings and presentation of education would be done at May board meeting and COW. Stephen Schroeder motions to approve projected budget of $1867.00 for conference expenses to be utilized in salaries under General Expenses. Elizabeth Tumas Seconds. All Approved. Recommendation to request partial sponsorship from WALCO for 50% of the cost to covered as a added community value with stipulation of community presentation.*

b. Discussion/Action Emergency Succession Plan drafted (Continued from January) – *Discussion of inclusion of rate of pay for temporary services considered. BID Board requests a redrafted option and then continued to March.*

c. Community Improvement Awards Nominations – *Alexandria Binanti submitted nominations and board placed their votes. To be tallied and announced at March's Annual Meeting.*

11. Comments from Board of Directors - *None*

12. Adjourn – *Spyro Condos motions, Angela Carlson seconds. All Approved. 9:53am.*