



Lake Geneva Business Improvement District  
Board Meeting  
Wednesday, April 2, 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. City News Update from designated City Representative
6. Appearance of VISIT Lake Geneva
7. Treasurer Report
  - a. Chart of Account review
  - b. Budget vs Actuals
  - c. Pay bills
8. Executive Director Report
  - a. Marketing Report, website & social updates
  - b. Committee recap
    - i. Promotions – Oktoberfest, Spring Marketing Initiatives
    - ii. Design – Tree Board Communications, Alleyway Project
    - iii. Economic Vitality – Hwy 50 Resurfacing, Parking, BID Connects, Vacancy Research
    - iv. Organization – Executive Committee, Financial Planning
9. New Business
  - a. Main Street Resource Report – Focus on Organization Section
  - b. Proposal for 2025 Bylaw Amendment
  - c. Continued from March, Emergency Planning Policy
10. Comments from Board of Directors
11. Adjourn