



Lake Geneva Business Improvement District
 Board Meeting
 Wednesday, March 5, 2025 | 9:00 AM
 Harbor Shores of Lake Geneva

MINUTES

1. Call to Order – 9:04am
2. Roll Call – *Elizabeth Tumas, Alethea Salgado, Anthony Silvestri, Alastair Cummings, Spyro Condos, Angela Carlson, Emily Trainor, Alexandria Binanti. Absent: Janine Osborne, Stephen Schroeder, Sheri Straube.*
3. Approval of Minutes from last meeting - *Anthony Silvestri 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.
 - i. *Roger Wolf with JAYNE – Remarks about Oktoberfest location move and shares with us written correspondence from area businesses encouraging City to reconsider relocating event to Flat Iron Park.*
 - ii. *Stephen Monticello with Haberdapper comments on Oktoberfest on Broad Street*
 - iii. *Jim Strauss with Geneva Shore Report discusses Oktoberfest and not taking away from businesses on Broad Street*
5. City News Update from designated City Representative - *N/A*
6. Appearance of VISIT Lake Geneva – *Deanna Goodwin delivers report on Winterfest update, commercial campaign with Donald Driver and International PR conference coming up in Chicago. Also remarked that January held increase of overnight stays from previous year.*
7. Treasurer Report - *Alethea Salgado discusses the reports sent and the need to still get software updated at the City for the Chart of Accounts. First disbursement of BID assessments have been deposited.*
 - a. Chart of Account review
 - b. Budget vs Actuals
 - c. Pay bills

Chart of Account #	Name of Expense/Detail	Invoice Number	Total
56004	Alexandria Binanti Salary	#033	\$7083.33
56015	Alexandria Binanti - office supply bid phone	#033	\$87.26
56015	Alexandria Binanti – Legal Zoom	#033	\$15.99

56015	Alexandria Binanti – Adobe Subscription	#033	\$10.54
56033	Mike Cary	N/A	\$1666.67
56009	Barricade Flashers - Oktoberfest		\$313.34
			\$9177.13

8. Executive Director Report

a. Marketing Report, website & social updates – *February metrics were about 19% decrease than January on social but web traffic has increased by 7%. Detailed report given in regards to other metrics.*

b. Committee recap

i. Promotions – *Oktoberfest, Spring Marketing Initiatives – Anthony Silvestri and Alethea Salgado discuss promotional additions for Oktoberfest, Alexandria Binanti gives update on Wine Walk sign ups. Roger Wolf invited to sit on Oktoberfest planning committee for input with the City.*

ii. Design – *Tree Board Meeting, Alleyway Project, RFP building for benches – RFP for benches intended to be published in April.*

iii. Economic Vitality – *Hwy 50 Resurfacing, Parking, BID Connects, Vacancy Research – Alexandria Binanti and Spyro Condos appointed in Mayor’s Task Force for hwy 50 project, Alexandria Binanti to meet financial advisor for next BID Connects paneled lunch and learn.*

iv. Organization – *Executive Committee, Financial planning – still in process of ordinance change for financial ownership*

9. New Business

10. Comments from Board of Directors

i. *Spyro Condos discusses off season events such as a ski swap or boat show*

ii. *Alethea Salgado discusses school referendum and offering signage for storefronts*

11. Adjourn – *10:05 AM, Anthony Silvestri Motions, Angela Carlson Seconds. All Approved.*