



Lake Geneva Business Improvement District
Board Meeting
Wednesday, May 7, 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, Wine Walk
 - ii. Design – Flowers, Benches
 - iii. Economic Vitality – Hwy 50 Resurfacing, Parking, BID Connects
 - iv. Organization – Executive Committee, Financial Planning
9. New Business
 - a. Main Street Resource Report – Focus on Organization Section
10. Comments from Board of Directors
11. Adjourn