

VILLAGE OF FONTANA ON GENEVA LAKE
Walworth County, WI

Business Committee
Thursday, June 7, 2012
(Official Minutes)

The newly formed Business Committee was called to order at 6:00 pm on June 7, 2012 by Chairman George Spadoni.

Committee Members Present: Trustee George Spadoni, Maryanne Bruss-Coffee Mill, Renee Cerny-Frontier Flowers, Eric Hurkman-Fontana Jewelry, John Karabas-Pie High Pizza, and Pete Novak-Novak's

Committee Member Absent: one Vacant Seat

Also Present: Administrator/Treasurer Kelly Hayden, Building and Zoning-Bridget McCarthy and Ron Nyman, Trustees-Bill Gage and Tom McGreevy, Chucks-Jack Brown and Carol Whowell, Gordy's-Forest Anderson, Rallee Chupich, and Tom Whowell, and Thyme on Geneva Lake-Sherry Ostrowski

Committee Introduction, Goals, and Objectives

Following a brief round of introductions the committee summarized their goals and objectives to be as follows:

1. Improve the communication between the village and the businesses.
2. Generate more business during the off season of September thru May.
3. Work together to bring additional business to the West end of the lake.
4. Help communicate what each business can offer the area.
5. Fill the existing empty store fronts.
6. Work to build a Fontana Business Association
7. Improve communication through additional website links, video feeds, Facebook postings and twitter accounts.
 - a. Village to add a couple more businesses to their site that were missing
 - b. Those on Facebook, send promotional items to the Fontana Page managed by Michalene Melgas.
 - c. Members mentioned they could also enhance their own websites to include video promotions.

Email System

Hayden reported to the group that she would set each member up with a Village of Fontana email address, in order to comply with the Village's email policy. Hayden further noted that all members should look for an email tomorrow informing them of their new address and the directions on how to access.

Outdoor Dining and Alcohol Revision

The group spent some time reviewing the different guidelines that would assist in achieving outdoor dining with alcohol and would like the board to consider an amendment to the current code eliminating the 20' setback to public land for consumption of alcohol, and also establish a temporary trial period that would allow restaurants and the licensed businesses to serve food and alcohol outside on their property. Discussion continued and staff will draft a proposal and further research with the legal counsel, neighboring communities, and the WI DOR. Renee Cerny made a motion to request the board authorize two hours of legal time to prepare an ordinance for the Protection and Lakefront and Harbor committee to review the concept before the board meeting in July, Maryann Bruss seconded and the motion carried without negative vote.

Next Meeting Date

The committee will meet on Thursday, June 14, 2012 at 5:00pm to review the concept draft prior to the other committee meetings.

John Karabas made a motion to adjourn the meeting at 6:00pm, Maryann Bruss seconded and the motion carried.

Minutes prepared by: Kelly E. Hayden Administrator Treasurer

Note: These minutes are subject to further editing. Once approved by the Local Business Committee, the official minutes will be kept on file at the Village Hall.

APPROVED: 11/20/2012