

VILLAGE OF FONTANA ON GENEVA LAKE
Walworth County, WI

Local Business Committee
Wednesday, July 25, 2012
(Official Minutes)

The Local Business Committee meeting was called to order at 5:02 pm on July 25, 2012 by Chairman George Spadoni.

Committee Members Present: Trustee George Spadoni, Maryanne Bruss-Coffee Mill, Renee Cerny-Frontier Flowers, Eric Hurkman-Fontana Jeweler, John Karabas-Pie High Pizza
Committee Members Absent: Pete Novak-Novak's, Todd Baior-Abbey Resort

Also Present: Forrest Anderson, Jade Bolack, Village Clerk Dennis Martin, Assistant Zoning Administrator Bridget McCarthy, Tom Whowell

Visitors Heard

None

Announcements

1. Big Foot Lions Club Lobster Boil & Steak Fry – **Saturday, July 28, 2012**
2. Public Hearing for Rewritten Chapters 17 & 18 and New Zoning Map – **Monday, August 6, 2012, 6:00 pm**
3. ZOOMA Marathon Event at Abbey Resort – **Saturday, October 20, 2012**

General Business

ZOOMA Event Promotional Activities Planning

Spadoni stated that the second annual ZOOMA marathon for women will be hosted by the Abbey Resort on Saturday, October 20, 2012, and at last year's event some of the local business owners submitted flyers or brochures and promotional items that were collated into promotional bags by village staff members and distributed at the Abbey to participants. Spadoni stated that maybe a flyer or coupon booklet could be created that lists all the local businesses in one document that could be distributed to the participants at this year's event. Spadoni stated that maybe some sort of discount or sales promotion could be offered on the day of the event. McCarthy stated that as part of the Village website's listing of the local businesses, she has created a document that could be formatted into a trifold brochure. Following discussion, Spadoni asked McCarthy to email him the document and he will have it formatted into a draft for presentation at the next committee meeting. Spadoni stated that if anybody has other ideas for promotional activities on and before the ZOOMA event, they should contact him or McCarthy at the Village Hall. Tom Whowell asked if the Geneva Lake West Chamber of Commerce has any promotional plans for the event, or if it has anything planned for the event day. Whowell stated that it would be a good idea for someone from the Local Business Committee to serve as a liaison with the chamber's Board of Directors. Whowell stated that the chamber's annual candidate's forum provides a good community service and it's a well-attended event, and there are monthly business meetings and "After Hours" social events; however, the chamber should be more active in planning events to attract people to the local businesses and advocating public support for its membership.

Goals of Committee & Planning to Help Create Awareness

Spadoni stated that he will attend a Geneva Lake West Chamber of Commerce Board of Directors meeting to discuss the new committee and its desire to work with the chamber. The board meets the third Wednesday of each month beginning at 8:30 am at the Fontana Village Hall. Renee

Cerny stated that as well as promoting the current businesses in Fontana, the committee and chamber need to make an effort to attract new businesses to the village. Cerny stated that the committee needs to find out why business owners are not selecting Fontana and try to address the concerns. John Karabas stated that the committee has to come up with ideas to attract people to the village during the off-season from September through May. Spadoni stated that the members should continue to think about ideas to help create awareness for discussion at the next meeting. Cerny stated that an event or promotion should be planned for the Christmas season that includes all the local businesses. Cerny stated that maybe a “checklist” or flyer could be distributed to customers, who would have an incentive to visit all the businesses to become eligible for a special discount/rebate or for a raffle for special prizes, etc. The committee members briefly discussed potential special promotions to be geared around Thanksgiving and the Fourth of July and other holidays. Eric Hurkman stated that a collaborative advertisement campaign on the local radio station, Lake 96.1, also could be pursued for throughout the year. Hurkman stated that the local business owners have to constantly remind people we are here on the west end of the lake. The committee also discussed having promotional display racks or areas where brochures and flyers from all the local businesses could be displayed for visitors – similar to the rack in the Village Hall lobby. There were questions asked about the policies of the Abbey Resort, Abbey Springs and George Williams College for the display and/or distribution of local business flyers or brochures to their guests. Spadoni stated that representatives from the Abbey Resort, Abbey Springs and George Williams College will be invited to attend the next committee meeting to discuss possible promotional initiatives and joint ventures that could benefit each other.

Lake Street Closure Evaluation – Tabled 6/14/12

Spadoni stated that Jack Brown of Chuck’s Lakeshore Inn requested the agenda item; however, he was not at the meeting.

Next Meeting Date

Following discussion, Martin was directed to schedule the next committee meeting for Wednesday, August 22, 2012 beginning at 5:00 pm.

Adjournment

Bruss/Hurkman 2nd made a MOTION to adjourn the meeting at 5:34 pm, and the MOTION carried without negative vote.

Minutes prepared by: Village Clerk Dennis Martin

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