

VILLAGE OF FONTANA-ON-GENEVA LAKE
WALWORTH COUNTY, WISCONSIN
Final Minutes
MEETING of the TOURISM COMMISSION
Monday, June 8, 2026

Village President Commissioner Kenny called the meeting of the Tourism Commission to order at 9:00am.

Tourism Commissioners present: Village President Pat Kenny, Village Trustee Vilona, Village Treasurer & Commissioner Liz Baumann and Commissioner Kathie Perkins

Tourism Commissioners absent: None

Also present: Village Administrator Theresa Loomer, Village Clerk Kim Buchanan, and Stephanie Klett, Deanna Goodwin, Carolyn Carbonara, and LuAnn Anderson of Visit Lake Geneva and two representatives from the Geneva Lake West Chamber of Commerce

Visitors Heard

Representatives from Geneva Lake West gave an update on the Music in the Park events to date. They have been well attended, and they will be promoted with radio ads in the near future.

Approval of Minutes

Trustee Commissioner Vilona moved to approve the minutes from April 21, 2026, meeting. Commissioner Perkins seconded. The motion carried unanimously.

General Business

Stephanie Klett – Visit Lake Geneva

Stephanie Klett, the President and CEO of Visit Lake Geneva, gave an update of what she and her staff do and have done in the last year. Their primary focus is destination marketing for the Geneva Lake area. They have eight full-time staff and six part-time staff members. Their marketing efforts and commercials have won awards. Deanna Goodwin, VP of Marketing and Communications, stated that their website has over 2.3 million viewers, and their email list has over 56,000 members. They print 100,000 visitor guides, and 7000 local service guides. They also do paid advertising in print, on the radio and television. Carolyn Carbonara, Social Media Manager, posts Mondays and Thursdays on various social media sites about local happenings around the area. LuAnn Anderson, Visitor Center Manager, which is located downtown Lake Geneva, stated that they are open seven days a week, 360 days per year.

Discussion or Action on RPT Invoice for Triathlon - \$887.00

This invoice is for swim caps for this year's triathlon. Trustee Commissioner Vilona moved to approve the invoice for \$887.00 for swim caps. Commissioner Perkins seconded and the motion passed without a negative vote.

Discussion or Action on Perfectly Potted Invoice for \$ 525.00

This is an invoice for the planter at Porter Court. Trustee Commissioner Vilona moved to approve the invoice from Perfectly Potted for \$525.00. Commissioner Perkins seconded the motion. Motion passed without a negative vote.

Discussion or Action on Reid Park Resurfacing project

The Reid Park Pavilion needs to be resurfaced this summer. The Big Foot Lions Club will split the cost with the Village. The Park Commission referred this to the Tourism Commission for financing. Trustee Commissioner Vilona moved to approve that the Villages cost share will be paid out of the Tourism budget. Commissioner Perkins seconded and motion carried.

Replace puck lights in concrete in Reid Park bathrooms and Beach house

Administrator Loomer gave an update on the puck light situation. DPW Director Perepell is working on getting replacement lights which are at a reasonable cost. The Park Committee referred this to Tourism to pick up the cost of the lights. More information will be available at the next meeting.

Financial Report Update

Treasurer Commissioner Baumann gave a financial report. There has been approximately \$181,000 in room tax revenue to date and not quite \$52,000 for landscaping expenditures, fireworks, donation to the Geneva Lake West Chamber of Commerce and other expenses. Trustee Commissioner Vilona moved to accept the Treasurer's report as presented. Village Treasurer Commissioner Baumann seconded the motion. Motion carried unanimously.

New Village Website Update

Administrator Loomer stated that she is reviewing options for an updated website.

The next meeting is scheduled for Monday, July 13, 2026, at 9:00am.

Adjournment

Trustee Commissioner Vilona moved to adjourn at 9:27 am. Treasurer Commissioner Baumann seconded. Motion carried unanimously.

Minutes prepared by: Kim Buchanan, Village Clerk

Note: These minutes are subject to further editing. Once approved by the Tourism Commission, the official minutes will be on file at the Village Hall.

Approved: July 13, 2026