

**VILLAGE OF FONTANA ON GENEVA LAKE  
WALWORTH COUNTY, WISCONSIN**

**(Final Minutes)**

MEETING of the VILLAGE OF FONTANA TOURISM COMMISSION

**Monday, August 7, 2023**

Chairman Pat Kenny called the monthly meeting of the Tourism Commission to order at 10:00 am.

**Tourism Commissioners present:** Roll call: President Kenny, Scott Vilona, Kathie Perkins

**Commissioners absent:** Maryanne Bruss

**Also present:** Liz Baumann, Jennifer Edwards (Geneva Lake West Executive Director), Theresa Loomer, Drew Lussow, Phil Webb (Geneva Lake West Treasurer), Tom Whowell (Centennial Committee)

**Visitors Heard**

None

**General Business**

**Approve Minutes from February 28, 2023, Meeting**

The minutes from the February 28, 2023 meeting were distributed.

Commissioner Vilona/Commissioner Perkins 2<sup>nd</sup> made a MOTION to approve the minutes from February 28, 2023 meeting, and the MOTION carried without negative vote.

**4<sup>th</sup> of July Fireworks Display Funding**

Phil Webb, Geneva Lake West Treasurer, discussed fundraising for the annual Fourth of July fireworks. Mr. Webb stated that it has been increasingly harder to raise funds and that some of it might be due to Covid but also a lack of fundraising ability. Administrator Loomer stated the Village approves the firework contract each year and in the past the Chamber would fundraise to cover the cost. In recent years the Tourism Commission has covered the remaining balance that the Chamber wasn't able to come up with. Mr. Webb presented a check for \$10,000.00 for the Chamber's contribution for the fireworks. Mr. Webb asked if there would be any interest in creating a new committee to help elevate the fundraising on this side of the lake. Mr. Webb stated that he would like it to consist of approximately one or two Village Board members as well as staff from the Geneva Lake West Chamber who could brainstorm ideas to help alleviate the need for the Tourism Commission to work together to consistently fund a good portion of the fireworks. Tom Whowell spoke about the Centennial Committee and some of their practices they've used to help raise funds this year and the events they've been involved with and encouraged some of these practices to the Chamber. President Kenny stated that he was open to the idea of working with the Chamber and discussed potentially using the Centennial Committee as a starting point since there are some board members on there and they have already done some groundwork for getting involved with events in Fontana for this year. Mr. Webb stated that he would touch based with Mr. Whowell about the best ways to get the Chamber and Centennial Committee together to proceed with what President Kenny suggested. Jennifer Edwards, Geneva Lake West Executive Director, asked what the funds of the Tourism Commission comprised mainly of. Commissioner Vilona stated that the funds are from the room tax the Village receives. Ms. Edwards raised a concern that she didn't believe fireworks could be paid for using room tax funds per the statute and what she had heard from others. The Commission said they would further investigate this claim but believed that the use of the funds were appropriate.

Commissioner Vilona/Commissioner Perkins 2<sup>nd</sup> made a MOTION to approve the use of funds in the amount of \$17,500.00 to cover the remaining balance for the 4<sup>th</sup> of July Fireworks, upon review of the room tax statute and guidelines to make sure it was allowable, and the MOTION carried without negative vote.

**Purchase of Buoys**

Tom Whowell stated the buoys are for the upcoming Fontana Triathlon and were purchased with the Village's insignia on them to help upgrade the Triathlon and make it feel like a more professional event. Mr.

Howell expects the buoys to arrive soon since he has received notification that they had been shipped but didn't have an exact price for them and estimated they would be roughly \$4,500. There was a brief discussion on who should fund the costs of the buoys between the Centennial Committee and Tourism Commission, but ultimately it was decided that the Tourism Commission would cover the costs so that the Village has the rights to the buoys, and they could be used in the future as the Village pleases.

Commissioner Vilona/Commissioner Perkins 2<sup>nd</sup> made a MOTION to approve the purchase of the buoys in an amount not to exceed \$5,000.00 for the Fontana Triathlon and other future events, as presented, and the MOTION carried without negative vote.

### **Review of Revenues and Expenses**

Village Treasurer Baumann gave a brief overview of the current revenues and expenses. She stated there are no significant changes and everything is on par. She stated she included a breakdown of the revenues and expenses in the meeting packet for the Commission to review. Treasurer Baumann presented a brief update on the Centennial Committee expenses so far. She reminded the Tourism Commission that they had previously approved a budget of \$50,000 for the year 2023 and an additional \$50,000 budgeted for the year 2024. Currently the Centennial Committee has spent approximately \$30,000 of this year's budgeted amount, leaving them with nearly \$20,000 for the remainder of the year. Tom Howell stated that the books the Centennial Committee has been working on, should be ready by the end of the year and with the sale of the book should be able to use those funds to pay for some of their events and reimburse the Village for some of their contributions as well.

### **Set Next Meeting Date**

The next meeting date was set for September 18, 2023 at 9:00 AM.

### **Adjournment**

Commissioner Vilona/Commissioner Perkins 2<sup>nd</sup> made a MOTION to adjourn the meeting at 10:34 am, and the MOTION carried without negative vote.

Minutes prepared by: Drew Lussow, 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: 09/18/2023