

**VILLAGE OF FONTANA-ON-GENEVA LAKE**  
WALWORTH COUNTY, WISCONSIN  
**(Final Minutes)**  
MEETING of the TOURISM COMMISSION  
**Wednesday, October 1, 2025**

Village President Commissioner Kenny called the meeting of the Tourism Commission to order at 3:00pm.

**Tourism Commissioners present:** Village President Pat Kenny, Village Trustee Vilona, Village Treasurer & Commissioner Liz Baumann, Commissioner Dan Dolan

**Tourism Commissioners absent: Commissioner** Kathie Perkins.

**Also present: Village** Administrator Loomer, Village Clerk Bonnie Liptak, Chamber of Commerce Marissa Sounde, Citizen Tom Whowell.

Visitors Heard

None

Approval of Minutes

The minutes from February 6, 2025 and September 9, 2025 meetings were distributed.

Commissioner Dolan/Commissioner Baumann 2<sup>nd</sup> made a MOTION to approve the minutes from February 6, 2025 and September 9, 2025, and the MOTION carried without a negative vote.

General Business

**Treasurer's Report**

The report was presented.

Trustee Commissioner Vilona/ Commissioner Dolan 2<sup>nd</sup> made a MOTION to approve the report as presented and the MOTION carried without a negative vote.

**Discussion or Action on Triathlon Invoices**

The following Triathlon invoices were presented and approved for payment: Thomas Hausner & Associates Police Support invoice, \$1,600, Tom Whowell reimbursement for water receipt, \$101.40, Big Foot Lion's Club Meal Invoice, \$7,176, Matthew Bushey Photography Invoice, \$900.00, Pat's Port-o-Pots Invoice \$960.00, Race Day Events \$27,434.27.

Treasurer Commissioner Baumann/Trustee Commissioner Vilona 2<sup>nd</sup> made a MOTION to approve the payment of Triathlon Invoices and the MOTION carried without a negative vote.

**Discussion or Action on 2025 Triathlon Revenue**

The Triathlon Revenue and Expenses report was distributed and there may be more invoices coming in so amounts are not final.

Trustee Commissioner Vilona/ Treasurer Commissioner Baumann 2<sup>nd</sup> made a MOTION to approve the report as presented, and the MOTION carried without a negative vote.

**Discussion or Action on Centerpiece for Porter Court, Doty & Sons Concrete Products quote, \$3,571.00**

The images of the planters and benches and the invoice were presented. Vilona stated that the Porter Court Park area needs an upgrade after complaints have been received by the Village. These improvements will enhance the area, which is a focal point at our major intersection. Vilona stated that Interim Director of Public Works Perepell had researched and sourced the planters and benches, as presented. And that the maintenance and management of the assets can easily be handled by DPW. Vilona stated that the Parks Commission has asked that the Tourism Commission cover the expenses for the area given that it does enhance a focal point in the Village.

Trustee Commissioner Vilona/Treasurer Commissioner Baumann 2<sup>nd</sup> made a MOTION to approve the

Centerpiece for Porter Court, Doty & Sons Concrete Products quote, \$3,571.00, and the MOTION carried without a negative vote.

#### **Discussion or Action on Porter Court Planter, Perfectly Potted Invoice \$611.90**

Trustee Vilona presented that these are flowers for the porter court planter, but since the delivery of the pot will be delayed, due to longer than expected production time the planting will be delayed, so the cost of the planting will not likely be as much.

Trustee Commissioner Vilona/ Treasurer Commissioner Baumann 2<sup>nd</sup> made a MOTION to approve the expense on the Porter Court Planter, Perfectly Potted Invoice not to exceed \$611.90, and the MOTION carried without a negative vote.

#### **Discussion or Action on Drone Show Proposed by Abbey Resort**

Drone Show information was distributed. Commissioner Dolan presented that the drone programs offer a unique attraction to drive tourism and overnight stays in the area and there are several vendors and price points. Commissioner Dolan stated that drone shows are FAA compliant, and the Abbey would be coordinating with the provider on set up and implementation. Drone shows generally last 15 minutes, which is modeled after most fireworks displays. Drone shows have a threshold to withstand many weather conditions, up to 30+mph and rescheduling is not a problem. Storyboards, mockups and replicas will be provided in advance of the show and customization is a key element. Trustee Vilona expressed concern that the display does not turn out like a commercial billboard in the air, promoting businesses instead of providing entertainment. Dolan agreed. Baumann, Vilona and Kenny are all in favor of the idea. Dolan presented that the idea would be to have four shows throughout the year, one in summer season, two in shoulder season and one in winter. Dolan would like to have a test in 2025, if possible and before committing to a four-show program. Baumann stated it requires 45 days for marketing so the calendar is drawing down for Thanksgiving, so there might not be enough time. Dolan asked the group if Winterfest would be a good idea, which is January 31, 2026 since there is so much of a draw on the other side of the lake and that would give more time for the Abbey to prepare. Dolan will return to the Committee with more information for the next meeting to schedule a test show before committing to a four-show package.

President Commissioner Kenny/ Trustee Commissioner Vilona 2<sup>nd</sup> made a MOTION to approve the concept of the Drone Show Proposed by Abbey Resort with the stipulation that there will be a test show before committing to a four show package, and the MOTION carried without a negative vote.

#### **Discussion or Action on 2026 Music in the Park Sponsorship and Marketing Funding Request Submitted by the Geneva Lake West Chamber of Commerce**

Chamber representative, Interim President Marissa Soude presented that the Chamber is looking for funding and sponsorship for the Music in the Park events in 2026. There is a long history of having music in the park, which was recently restarted with the Centennial Committee and last year was taken over by the Chamber of Commerce. Last year the Tourism committee sponsored two of the events with \$2k and they are looking to expand the program to include more businesses and invite them to get involved in cross promotional activities, offering discounts to patrons and perhaps adding the sale of alcohol at the events. Soude stated that she will be meeting with Catherine Kelly and partnering with the Abbey and other businesses to put on the support, every other Thursday June through July to attract the Community and neighboring areas. Sponsorships will be made available for businesses, and the funds would go to cover the cost of the entertainment and the marketing the events on social media or banners and signs. Committee Meetings will be starting in November. Last year's sponsors were the Tourism Committee, the Centennial Committee, Chucks and Gordy's. The Chamber does have people who have committed to be at every show to pour liquor, but they also ran into problems in getting the distributors lined up in time and the cold storage of the inventory, so they have investigated working with the Lions Club and borrowing equipment. Soude stated that distributors won't let you borrow equipment unless a commitment is made to purchase a certain amount. Geneva Lake West is looking for a \$5k commitment for 2026 program from Tourism. Baumann asked if there is a lineup for bands and one of the bands has committed to appear in the program and Soude stated that she also has a lot of connections in the area. Dolan confirmed this program takes place in the

Gazebo in Reid Park. Citizen Whowell stated that he had recommended that the businesses who are supporting the event as sponsors could host the music in the park events which would eliminate the need for permits and licenses. Vilona stated that then it wouldn't be Music in the Park anymore. Baumann asked what the sponsorship details involve. Sounde stated that details are still being worked out, but that a \$2,500 Platinum sponsorship level would be naming the business on everything, a \$1500 - \$1,000 level would have some benefits in marketing and a friend of Music in the Park. Vilona stated that this program would also need to go in front of the Parks Commission. Dolan stated that the Abbey would like to go in as a sponsor as well. Baumann mentioned that they ought to consider adopting the method used at the Delavan bandshell program to have a "bucket brigade", which means to pass the bucket to offset the cost of putting on the program. Kenny stated that Delavan has service groups who come in every week to volunteer and help run the program. Baumann stated a check will be cut closer to the time for event. Vilona stated that he would be interested in helping as a volunteer as well.

Trustee Commissioner Vilona/ Treasurer Commissioner Baumann 2<sup>nd</sup> made a MOTION to approve a \$5,000 contribution to the 2026 Music in the Park Sponsorship and Marketing Funding Request Submitted by the Geneva Lake West Chamber of Commerce, and the MOTION carried without a negative vote.

### **Discussion or Action on Village Website Updates**

Baumann stated that staff have been conducting research on the Village's website update to make it more user friendly and easier to search. Vilona asked what the preliminary numbers are to update the website. Liptak stated that in round numbers the amount is approximately \$10k plus annual maintenance costs of \$2-3k.

### **Set next meeting date**

The next meeting date was set for November 6, 2025 at 3:00pm

### Adjournment

Trustee Commissioner Vilona/ Treasurer Commissioner Baumann 2<sup>nd</sup> made a MOTION to Adjourn at 3:45pm, and the MOTION carried without a negative vote.

Minutes prepared by: Bonnie Liptak, 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: 12/23/25