

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

**(Final Minutes)**

MEETING of the VILLAGE OF FONTANA TOURISM COMMISSION

**Monday, October 31, 2022**

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

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

**Commissioners absent:** Maryanne Bruss

**Also present:** Liz Baumann, Jim Feeney, Dan Dolan, Theresa Loomer, Drew Lussow, Tom Whowell

**Visitors Heard**

None

**General Business**

**Approve Minutes from April 19, 2022, Meeting**

The minutes for the last meeting were from April 19, 2022, and were included for the meeting.

Commissioner Vilona/Commissioner Perkins 2<sup>nd</sup> made a MOTION to approve the minutes from April 19, 2022, meeting, and the MOTION carried without negative vote.

**2022 Revenues and Expenses**

Tourism Commissioner Scott Vilona explained in detail the anticipated revenues and expenses for the 2022 season and included a handout in the meeting packet that showed a breakdown of the room tax revenue calculation for the Village of Fontana. Vilona mentioned that in 2022 there would be a total of \$202,746.98 available due to the room tax revenue generated in the Village. Vilona also explained that based on these calculations that he anticipates a total of \$399,948.98 for the 2023 year based on similar calculations. Lastly Vilona mentioned that every year based on Act 55 the Village needs to meet a certain threshold of spending to be in compliance with the Act and that those numbers were also outlined in the Tourism Commission Room tax Revenue Calculation Handout for both this year and next.

**100 Year Anniversary Committee Funding Request**

Tom Whowell asked the Tourism Commission if they would be interested in providing funds to help fuel the 100 Year Anniversary of Fontana celebrations. Mr. Whowell was there to explain what he hopes to accomplish with the project and ask if there is any interest or participation on the Village's end to put something together. Mr. Whowell asked how much, if any, the Commission would be interested in contributing. Member Vilona stated that the Commission currently has approximately \$150,000 available. This amount could be dispersed over the years leading up to the celebration or as the funds were needed. Village Consultant Scott Vilona explained in detail the anticipated revenues and expenses for the 2022 season. This led to discussion of potentially creating a special account that these funds could be transferred into to allow for requests and receipts to be sent to the Village to document how funds are being spent, and so for a proper paper trail of all celebratory activities. Mr. Whowell appreciated the feedback and stated that currently a book is in the works and based on publication, demand, and the gathering of the information for the book he hopes to have it released for the Christmas season in 2023. Currently about 1,000 books are being made and it is giving a historic look at the 100-year history of the Village. Mr. Whowell also asked if the Village had any other ideas or if the celebration should be broken up into a year long event with a certain event happening each season, or if it should be held in the summertime when most people are up here. Also, if we should advertise or market the big events or any other suggestions. The Commission and Mr. Whowell discussed this further and determined that more planning and discussion would be necessary and invited Mr. Whowell to come back at a future meeting in January potentially to discuss more planning for the celebration.

### **Granicus Final Warning Certified Letter Request**

Administrator Loomer stated that the Tourism Commission has funded the subscription to Granicus previously and the new request would be to help fund the certified letters the Village sends out in regards to short term rentals and cracking down on the people who aren't registered properly with the Village or are causing disturbances. This procedure would help further compliance in the Village with short term rentals and hopefully rectify ongoing problems the Village has faced with them.

Commissioner Vilona/Chairman Kenny 2<sup>nd</sup> made a MOTION to approve the funding of \$1,200 in funds for a 3<sup>rd</sup> letter to be certified and issued by Granicus for furthering compliance with Short-Term Rentals in the Village, and the MOTION carried without negative vote.

### **Archive Social Annual Renewal**

Administrator Loomer mentioned that Archive Social is another program that the Village uses that the Tourism Commission has helped fund previously. This program allows for the maintenance of all social media posts, record requests, and other online data that is archived on the Village's behalf to make for quick access when necessary. The program is recently raising prices and asking for an amount of \$2,600 to cover those costs.

Chairman Kenny/Commissioner Vilona 2<sup>nd</sup> made a MOTION to approve the funds in the amount of \$2,600 to cover the increase costs for the Archive Social renewal, and the MOTION carried without negative vote.

### **Set Next Meeting Date**

The next meeting date was discussed for January and a more solidified date will be decided after the holiday season and once schedules can be referred to finalize a definitive date.

### **Adjournment**

Commissioner Vilona/Commissioner Perkins 2<sup>nd</sup> made a MOTION to adjourn the meeting at 10:54 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: 01/10/2023