

VILLAGE OF FONTANA ON GENEVA LAKE
Walworth County, WI

Local Business Committee
Tuesday, November 20, 2012
(Official Minutes)

The Local Business Committee meeting was called to order at 5:00 pm on November 20, 2012 by Chairman George Spadoni.

Committee Members Present: Trustee Spadoni, Todd Baior-Abbey Resort, Maryanne Bruss-Coffee Mill, John Karabas-Pie High Pizza, Pete Novak-Novak's

Committee Members Absent: Renee Cerny-Frontier Flowers, Eric Hurkman-Fontana Jeweler

Also Present: Village Clerk Dennis Martin

Visitors Heard

None

Announcements

1. Village Hall & Library Closed for Thanksgiving Holiday – **Thursday and Friday, November 22 and 23, 2012**
2. Village Holiday Party & Craig Workman Bon Voyage Celebration – **Monday, December 7, 2012, 6:00 pm**

General Business

Approve Minutes for Meetings Held July 25, 2012; June 14, 2012; June 7, 2012

Bruss/Karabas 2nd made a MOTION to approve the minutes as presented, and the MOTION carried without negative vote.

Promotional/Marketing Materials Distribution Planning

Off Season Event Planning

Spadoni stated that when the committee last met in July, there was discussion on planning some winter events; however, it's too late in the year for this holiday season, unless something is planned fast. Spadoni stated that he wanted to apologize for not getting any committee meetings scheduled since July, but he has been very busy with work and personal matters. Spadoni stated that the committee should start planning now for events to draw people to the village in 2013. Baior stated that the Abbey Resort is hosting a Christmas Tree Lighting event Saturday, November 24, 2012. Spadoni stated that if the committee starts planning now, the Village could host a tree and holiday decorations lighting ceremony and family event next year on the Saturday of Thanksgiving weekend, November 30, 2013, in Reid Park or in Porter Court Plaza, to get people to visit the west side of Highway 67. The committee members stated during discussion on the tree lighting event that a very large evergreen could be erected in Porter Court Plaza and lights on that tree could be turned on at the same time the village turns on the lights for the street decorations. Other ideas for a daylong family event include a visit by Santa Claus; a coloring contest for students; a flag football game or tournament in Reid Park; a bonfire with hot chocolate and roasted chestnuts and marshmallows; pony rides; food booths; holiday carolers and other live entertainment; and donation drives for food, clothing and/or coats and mittens for the needy. The committee members also discussed possible promotions to coincide with the Lake Geneva Winterfest and the U.S. Snow Sculpting Competition in early February. Baior stated that some of the competitors stay at the Abbey Resort, and the resort also hosts a dinner party for all the participants. The committee discussed putting together a promotional flyer or brochure to distribute to the competitors who are staying at the Abbey Resort and maybe working with the Lake Geneva event organizers to have some of the snow sculpture competition participants create small snow sculptures in the Village of Fontana to help promote the event. In exchange for the extra publicity in the Village of Fontana, the committee would request that the Fontana businesses promotional flyers or brochures be displayed during the event. The

committee members also discussed working with the Big Foot Recreation District and the Park Commission on the annual Easter Egg Hunt held on the Saturday of Easter weekend, which is March 30, 2013 this year. Bruss stated that maybe “golden tickets” or special coupons could be put in some of the eggs and the children who find those eggs would be eligible to pick up a special prize or Easter basket at one of the participating local businesses. Karabas stated that each business owner who participates could come up with their own promotional idea or coupon. Spadoni stated that the egg hunt ends about 60 seconds after it starts so raffling off the “prize baskets” would not work out very well. The committee members will discuss the Easter Egg Hunt promotion ideas further at the next meeting. Baior stated that another successful event that the Abbey planned and hosted for the first time last spring was a “Burger Throw Down” competition between local chefs. Baior stated that planning was done in less than one month last year for the inaugural event, which still attracted about 500 people despite the lack of advanced promotional time. Baior stated that the event is being held again this year on Sunday, April 7, 2013 in the resort’s outdoor event tent and the chef’s competition is being organized by Badger High School teacher Russ Trogdon. The committee directed staff to draft preliminary promotional flyers and brochures for the Saturday, November 30, 2013 Holiday Tree Lighting Event; for the Big Foot Recreation District Easter Egg Hunt on Saturday, March 30, 2013; and for distribution during the Lake Geneva Winterfest and U.S. Snow Sculpting Competition from January 30 to February 3, 2013. Maryanne Bruss informed the committee members of an advertising campaign organized by six local retail stores for the Lake Geneva Regional News annual Holiday Gift Guide. The committee members were in consensus that the collaborative advertising campaign is a good idea and maybe they can organize something similar for this spring, such as a St. Patrick’s Day themed promotion or a “March Madness” themed promotion during the annual NCAA Men’s Basketball Tournament. The committee members asked staff to contact the Resorter for advertising rate information. Bruss also stated that the Farmer’s Market events she hosted at Porter Court Plaza this past summer and fall were successful enough that she will again organize them for the Fontana Park Commission next season, and there are marketing opportunities with the Saturday events.

Confirm Quorum & Date for Upcoming Meeting

Next Meeting Date

The next meeting was scheduled for Tuesday, December 18, 2012 beginning at 5:00 pm.

Adjournment

Karabas/Novak 2nd made a MOTION to adjourn the meeting at 5:50 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: 3/7/2013