

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

**(Official Minutes)**

**MONTHLY MEETING of the VILLAGE OF FONTANA TOURISM COMMISSION  
Thursday, April 17, 2018**

Chairman Pat Kenny called the monthly meeting of the Tourism Commission to order at 5:30 pm in the Village Hall, 175 Valley View Drive, Fontana, Wisconsin.

**Plan Commissioners present:** Roll call: President Kenny, Michael Lucero, Scott Vilona, Cherie Settteeducate

**Tourism Commissioner Absent:** Maryanne Bruss

**Also present:** Theresa Loomer, Ed Svitak, Joe Tominaro

**Visitors Heard**

None

**Approve Minutes**

Commissioner Vilona/Commissioner Lucero 2<sup>nd</sup> made a MOTION to approve the minutes from the January 11, 2018 meeting. The MOTION carried without negative vote.

**General Business**

**Elect Chairperson**

Ordinance No. 11-21-16-03 states that the Commission shall elect a chairperson, vice chairperson and a secretary.

Chairman Vilona/Commissioner Lucero 2<sup>nd</sup> made nominated Pat Kenny to be the Chairperson on the Commission. The MOTION carried without negative vote.

**Elect Vice Chairperson**

Ordinance No. 11-21-16-03 states that the Commission shall elect a chairperson, vice chairperson and a secretary.

Chairman Kenny/Commissioner Vilona 2<sup>nd</sup> made nominated Michael Lucero to be the Vice Chairperson on the Commission. The MOTION carried without negative vote.

**VISIT Lake Geneva Presentation-Ed Svitak and Joe Tominaro**

Ed Svitak and Joe Tominaro presented short videos and data about the marketing campaigns that VISIT Lake Geneva is working on. They also presented metrics of how the past campaigns have done and what they expect in the future. They stated that they have hired outside marketing firm North Star to help with “branding” for future campaigns.

**Abbey Room Tax Collections Update**

Commissioner Vilona presented the updated Room Tax Collections worksheet he prepares to monitor the room tax collected from the Abbey Resort.

**Set Next Meeting Date**

No date was set for the next meeting

**Adjournment**

Chairman Kenny/Commissioner Vilona 2<sup>nd</sup> made a MOTION to adjourn the meeting at 6:15 pm, and the MOTION carried without negative vote.

Minutes prepared by: Scott Vilona, Village Treasurer

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: 12/10/18