



PARTNER MEETING RECAP

Tuesday, February 17, 2026 | 8:00AM - 9:00AM | AREA 262

THANK YOU TO OUR HOST PARTNER

AREA 262 | Tristan Crist

Thank you, Tristan, for opening AREA 262 up to our partners for an outstanding partner meeting! To give you a little background on AREA 262, after much success with Tristan Crist Magic Theatre, Tristan set his sights on the vacant lot next to his building. The lot presented an opportunity for a joint venture with his partner and magician's assistant Shannon McGuire, along with entrepreneurs (and friends) Austin Roen and Lucca Hunnius. "The idea pretty much came together on the back of a napkin!" With a lot of hard work, mostly done by themselves, they opened in November 2025. Area 262 is open seven days a week and offers nine holes of mini-golf, axe throwing, golf simulator, air hockey, basketball and cornhole. Learn more at area262lg.com.

FEATURED PRESENTATION

2026 Social Media Trends | Social Media Guest Speaker Panel

For our February 2026 Partner Meeting, we invited three individuals who specialize in social media marketing to inform our group on the top trends in marketing today. We learned about video content strategy, using AI as a creative tool, how to use data metrics to plan your strategy, and utilizing 'scrappy marketing' when pressed for time and resources.

RECAP:

- Video Content Strategy: Video is where it's at. Learn how to use it to your advantage.
 - AI as a Creative Tool: It's not as scary as you think! Use AI to make your job easier.
 - Data-Driven Decision Making: Use data metrics to define your social media strategy.
 - Scrappy Marketing: Effective marketing while having limited staff & resources.
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CITY OF LAKE GENEVA STRATEGIC ACTION PLAN

David Beurle, CEO Future iQ, invites our community to complete a survey regarding your ideas are for the future of Lake Geneva. [Learn more and take the Survey HERE.](#)

NEW PARTNER INTRODUCTIONS

It was an honor to welcome new members to our February Partner Meeting. Thank you all for attending and we look forward to seeing you at future events! Also, we've welcomed **16 new partners** since the beginning of the year! 🎉 If you haven't been introduced at our meetings and **would like an introduction, please reach out to Gretchen Coulman** at gretchen@visitlakegeneva.com.

- Stephanie King-Myers | [Red Spade Environments](#)
- Zack Strigin | [AAA Roofing, Inc.](#)
- Lilly Barrett | [Walworth County Literacy Council](#)

VISIT LAKE GENEVA UPDATES

- Our next **Extranet Training** will be Thursday February 19th, 2026, at 10:00AM. Learn how to best use your listing, enter events, and promote offers on the VISIT LG website. View upcoming [Training & Partner Events here](#).
 - **March Partner Meeting:** At our upcoming Partner Meeting, we'll explore how the ElkWorks initiative from the Elkhorn Area School District connects classroom learning to real-world workforce needs through career pathways and hands-on experiences — and how partners like you help make it possible. Please join us on Tuesday, March 17th, at Elkhorn Area High School to learn more about their workforce programs. More details are coming in our next Partner Bulletin.
 - **MULTI-CHAMBER:** Get a sneak peek at [531FUND's Balloon Adventure](#) once again on Wednesday March 18th, at Pier 290 in Williams Bay. We'll be sending out invitations and a link to RSVP in our next Partner Bulletin.
 - **RESTAURANT WEEK:** In April, we welcome my personal favorite week of the year, [Restaurant Week](#)! We'll be sharing information soon on participating in restaurants, breweries/wineries/taverns, cafés and coffee shops. Stay tuned!
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PARTNER UPDATES

Charlie Roy, Pest Control Solutions:

- Connect with Charlie! He is looking for people who are having benefits to support those in need. He will donate a \$50 gift basket each month.

Carol Zimmerman, Environment Education Foundation:

- The Environment Education Foundation gives out scholarships to students in the Geneva Lake area including undergraduates.
- Looking for speakers and a co-sponsor for workshops focused on careers in water.
- Connect with Jenny Grunow: jenngrunow@gmail.com | 262-215-0196

Kathy Papcke, GLWA:

- [Women's Weekend](#) April 24-26, 2026
- Sponsorships are available.

Jade Goodhue, Legendary Real Estate Services:

- Shout out to AAA Roofing for helping one of her customers in a professional manner.
- Shout out to City of Lake Geneva, Mayor Krause and the alderpeople for putting together the Strategic Planning Committee and survey.
- The next concealed and carry class is on March 8th.

Chris Brooks, Black Point Estate

- Black Point Estate started 250 days of facts and photos on their Facebook page.
- Follow on Facebook: [Black Point Estate & Gardens](#)

Steve Love, Lake Geneva Ministries:

- Save the Date! Lake Geneva Youth Camp Golf Classic will be held on May 22, 2026. The event raises funds for kids who can't afford camp. Sponsorships available!

Sammy Jacobs, Oakfire & GLWA:

- Please donate to Women's Weekend.
- Shout out to Tristan Crist and Area 262. Oakfire had their staff party there and the team said it was the best party ever.
- Oakfire will be offering mother & son and father & daughter pizza classes in March.

NEXT PARTNER MEETING

Date: Tuesday, March 17, 2026 🍀 | RSVP Required | Meeting: 8:00AM | Elkhorn Area High School