



## Wisconsin Dells BID Committee - Meeting Agenda

Wednesday, March 2, 2016 at 8:30AM

Wisconsin Dells Municipal Building Council Chambers – 300 La Crosse Street – Wisconsin Dells

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1. Call to Order
2. Approval of the February 17, 2016 Meeting Minutes (attached)
3. RiverWalk Expansion Update & Timeline City Planner Chris Tollaksen
4. Downtown Special Events Ald. DeFosse & Kyler Royston
  - a) Kilbourn City Live Music Fest – October 1<sup>st</sup> Mark Sweet
  - b) Wine Walk - April 29<sup>th</sup> and Wine Event - April 30<sup>th</sup> Mark Sweet
  - c) Taste of the Dells – June 10<sup>th</sup> and 11<sup>th</sup> Kyler Royston & Kevin Ricks
  - d) July 4<sup>th</sup> Celebration
5. DellsRAD Projects Ald. DeFosse
  - a) RiverWalk Story Writing
  - b) Website
  - c) Billboard Creative
6. Design Review Committee Update Dan Gavinski
7. Items for Next Meeting All
8. Adjournment

The Committee may take action on any of the above listed agenda items.

### Upcoming Meetings:

- BID Meeting – Wednesday, March 16, 2016 at 8:30am
- BID Meeting – Wednesday, March 30, 2016 at 8:30am

Kelli Trumble, Chairperson

Posted & Distributed: 02/29/2016

**BID Committee  
February 17, 2016**

**Attending: Kelli Trumble; chairwoman  
Dan Gavinski ; BID  
Jesse DeFosse; BID  
Kevin Ricks; BID; BID  
Justin Draper; BID  
Kyler Royston; BID  
Mark Sweet; BID  
Chris Tollaksen; Public Works**

**Brian Holzem  
Jim Decker  
Lisa Beck; WDVCB  
Jenifer Dobbs; WDVCB  
John Langhans; MSA  
Alan Hanson  
Ed Legge; Dells Events**

**Meeting called to order by Chairwoman Kelli Trumble.**

**Motion to approve February 3 minutes made by Jesse DeFosse. Second by Kyler Royston. Approved.**

**RIVER WALK VIGNETTE DESIGN:**

**There were 121 responses to the public survey seeking input on what topics should be covered in the ten vignettes to be located along the River Walk.**

**The River and Rock Formations topic had the most responses. All the other topics had relatively even number of responses.**

**John Langhans from MSA presented preliminary designs for the vignettes. Proposed materials used would include rough sandstone, mosaic tile, pre-weathered zinc, rough**

**hewn timber and weathered steel (corten). Materials would tie into the Dells history. The vignettes would be uplit from the ground, so could be located anywhere. They would be comprised of weather treated panels. If damage were to occur only the panel**

**would be replaced, not the entire structure. John suggested positioning the vignettes close to the railing on the River Walk. Work would only need to be done primarily on one side of the structure and the river would provide a natural backdrop to the sign.**

**John suggested BID prioritize the list of topics. Based on the survey, no topics have to necessarily be eliminated from consideration.**

**Jesse DeFosse suggested some topics could be merged. Dan Gavinski proposed that there could be an opportunity to tell the Dells story throughout downtown with vignettes or plaques in various locations. Other discussion points included placement**

**based on chronology of events or by proximity to topic being covered. Kelli suggested**

**looking at placing an interactive component for people to participate in some manner.**

**Branding was also discussed and it was felt the use of construction materials consistently**

**can reinforce the Dells River Arts District name just as well as use of the logo.**

**Kelli asked that MSA and Zebra Dog provide some guidance as to the amount of**

space

available for copy on a panel.

Jesse moved to accept the design work for the vignettes as presented. Second by Kevin Ricks. Approved unanimously.

Dan suggested Andrea Novotny be contacted to provide feedback on how each vignette

story could be framed. Once Andrea can determine a fee for her services, she would be approached to work on the copy writing.

#### **CAFE ZONE DESIGN:**

John presented diagrams of proposed design of the five downtown cafe zones. Main features included corten steel ballads to provide separation from vehicles, curved walls for aesthetics and seating, and landscaping for aesthetics and some separation from sidewalk traffic. Ten feet of sidewalk space from buildings would be available. The cafe zone would be paved. Four foot tables and chairs could fit in the zone space. Allowances could be made in the design work to incorporate art, vignette or other ideas. Materials used in construction would mirror those used elsewhere in the revitalization and vignettes. A lighting component could also be added to the zones. The consensus of the committee was for MSA and ZD to continue the design work being done as this presentation reflected a good step forward.

#### **PLAZA DESIGN:**

John's presentation concentrated on plans for use of Oak Street, north of Broadway, as a temporary public plaza area. Highlights included painting of the street to reflect the river/water theme with painted sand bars, moveable seating, landscaping, planters and an entertainment stage. It was emphasized almost all components could either be moved into a permanent plaza when the time comes or other areas downtown. The use of curves in the design work mirrored the use of curves in the cafe zone design work. Kevin recommended looking at use of 3D paint for maximum effect. Jesse noted use of artificial materials in downtown Ft. Collins, Colorado streets

which simulates water and might be safer for children. Also suggested was consideration of an interactive component for both entertainment and photo opportunities.

#### **BLADE SIGN BRACKET DESIGN:**

ZD (ZebraDog) prepared a proposal for developing 2-3 designs for custom blade sign brackets.

The \$950 fee is for the design work only, not the engineering or implementation. Final presentation to be made 2-3 weeks after contract is approved. Kelli noted this was not an item in the budget, but could be paid for from Economic Development funds. Jesse moved to approve the contract proposal. Second by Dan. Approved unanimously.

#### **RIVER WALK UPDATE:**

Chris Tollaksen reported everything still appears on schedule for work to begin in late April.

**There will be extra limestone blocks available due to the construction which can be used in other areas.**

**AGENDA: MARCH 2 MEETING:**

**In addition to all items on this agenda not covered, parking signage, and creative work for billboards were added to the next agenda.**

**Motion made by Dan Gavinski to adjourn. Second by Kyler Royston. Approved.**