



## Wisconsin Dells BID Committee - Meeting Agenda

Wednesday, November 18, 2015 at 8:30AM

Wisconsin Dells Municipal Building - Council Chambers

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1. Call to Order
2. Approval of the November 11, 2015 Meeting Minutes (attachment)
3. Discussion and Decision on 2016 Creative Print Ads All
4. Busker/Entertainment Subcommittee & Next Step All
5. Update on Web Merger (attachment) Kelli Trumble
6. Brand Usage & Guidelines Update KelliTrumble/ZD
7. Update on Spring 2016 RiverWalk Construction Chris Tollaksen
8. RiverWalk Vignettes & Storytelling Update Kelli Trumble/MSA
9. Discussion Kickstarter Funding Kyler Royston
10. Chair Updates and Discussion Kelli Trumble
11. Items for Next Meeting All

-Set next December meeting date the week of 12/14/15

- 2016 Meeting Schedule

### 12. Adjournment

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

### Upcoming Meetings:

- BID Meeting – Wednesday, December 9, 2015 at 8:30am (Guest Melanie Tallmadge Sainz, LEAF)
- BID Meeting – Wednesday, January 6, 2016 at 8:30am

Kelli Trumble, Chairperson

Posted & Distributed: 11/13/2015

**BID Committee**  
**November 11, 2015**

**Attending: Kelli Trumble; chairwoman**  
**Kevin Ricks; BID**  
**Justin Draper; BID**  
**Dan Gavinski; BID**  
**Jesse De Fosse; BID**  
**Kyler Royston; BID**  
**Mayor Brian Landers**  
**Chris Tollaksen; Public Works**

**Romy Snyder; WDVCB**  
**Sarah Hudzinski; WDVCB**  
**Jenifer Dobbs; WDVCB**  
**Lisa Beck; WDVCB**  
**Jim Decker**  
**Brian Holzem**  
**Robbie Hale**  
**Alan Hansen**

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

**Motion to approve October 28 minutes made by Kevin Ricks. Second by Kyler Royston. Approved.**

**DOWNTOWN WEBSITE:** Romy Snyder presented a plan for the current [wisdellsdowntown.com](http://wisdellsdowntown.com) to become part of the Visitor Bureau's website ([wisdells.com](http://wisdells.com)). The service would be provided at no cost to BID or downtown businesses. All businesses would be listed as part of a separate page. Bureau members would be able to have an enhanced listing and non-Bureau members would be listed upon submission of their information. If approved, work could begin immediately. The Bureau would take responsibility to let downtown non-member businesses know about the process to "sign up" with their information. The site could become part of [wisdells.com](http://wisdells.com) by the end of the year.

**Committee consensus was that this page continue to be referenced as "Downtown" page and that any business located within the boundaries of the BID District have the opportunity to be listed.**

**Bureau will host and Bureau staff will maintain the new page.**

**Justin Draper moved that BID work with WDVCB to develop the transition of the downtown website to [wisdells.com](http://wisdells.com). Second by Kevin Ricks. Approved unanimously.**

**REVITALIZATION WEBSITE:** Zebra Dog (ZD) has begun work on the design of the separate website which will be the primary web presence for information on the downtown revitalization of the Dells River Arts District. The website [dellstourismdevelopment.com](http://dellstourismdevelopment.com), which currently provides development updates would serve as host and maintenance provided by WDVCB staff. The look of this temporary website would be converted based on ZD's design work. The timeline proposes that the newly designed website be in operation either January or February 2016.

**UPDATES: MAYOR LANDERS:** Mayor Landers updated BID on decisions made at Parking Board meeting. The Board approved removal of four parking spaces on the northeast corner of the 500 Broadway block. (Carvelli's) The Board also approved the removal of three parking spaces on the northwest corner of the 200 Broadway block (Cheesecake Heaven) and another two spaces at the southeast corner of 200

**Broadway (Distillery/ MACs).** The areas would be utilized as cafe zones for outdoor dining, but could be used in other manners such as entertainment, River Arts Brand improvements or information kiosks. The proposal will go to the Finance Committee for action. Increased revenue from Premier Resort tax (PRT) would finance the construction. If approved, the work could be done by the 2016 summer season. The Mayor briefly updated BID on results of the downtown traffic study conducted by MSA. The results will be considered in decisions yet to be made on location of the planned Public Marketplace and Plaza. Discussion on traffic routing will take the study into account as well as pedestrian accessibility and safety.

**RIVER ARTS DISTRICT BRAND GUIDELINES:** Discussion was tabled as ZD needs more time to complete its recommendations for BID to review.

**BUSKER PROGRAM GUIDELINES:** Discussion and review of the busker program produced several suggestions. Ideas included creation of photo ID for each licensed performer and that identification be clearly displayed by the individual. Suggestion was also made that BID should be more actively involved in the selection/licensing of buskers and that a subcommittee be established to work with Jenifer Dobbs and the Police Department. The few rules that are in place should be reviewed based on what has taken place in previous summers. Clarification needs to be made as to any legalities involved with regulating the busker program.

**MSA/ RIVER WALK PROJECT:** Discussion pushed back to next meeting. Melanie Tallmadge Sainz from LEAF will participate at December 9 meeting with ideas to incorporate local Native history into the River Walk vignette project.

**KICKSTARTER FUNDING:** Kyler Royston encouraged everyone to review information sent about Kickstarter as a means to generate community fundraising for the planned River Walk project. Item will be placed on next agenda for discussion.

**DESIGN REVIEW COMMITTEE:** Dan Gavinski noted progress made on a list of standards and recommendations covering signs, awnings, canopies, and portable signs. It is felt that following one more meeting a final proposal will be drafted and submitted for City Council action. Dan expects a "grandfather" element will be incorporated involving existing signs.

**SHOP LOCAL PROGRAM:** Plenty of flags and shirts are available at the Public Works office for businesses.

**NEXT AGENDA:** Review of 2016 print advertising, Kickstarter funding program, Busker program update, River Walk Project, ZD Brand Guidelines.

Justin moved for adjournment. Second by Kevin. Approved.



November 13, 2015

Dear Wisconsin Dells BID Business Owner;

The Wisconsin Dells Business Improvement District is pleased to announce a new and exciting partnership with the Wisconsin Dells Visitor & Convention Bureau (WDVCB). Effective January 1, 2016 the WDVCB will be hosting the contents of the downtown website ([wisdellsdowntown.com](http://wisdellsdowntown.com)) on [wisdells.com](http://wisdells.com). This is a great opportunity for us to begin building momentum together on branding our new image of downtown Wisconsin Dells as we begin this exciting journey!

If you are not a current WDVCB Member and wish to be listed on the downtown page on [wisdells.com](http://wisdells.com), please visit [www.wisdells.com/BID](http://www.wisdells.com/BID) to submit the required information regarding your business which will be displaced as a "basic listing". If your business is a current member of the WDVCB, the WDVCB will automatically add your business to this new section of [wisdells.com](http://wisdells.com) as an "enhanced listing".

Please be sure to forward this important information to tenants, as appropriate.

Please direct questions to either [ktrumble@dellscitygov.com](mailto:ktrumble@dellscitygov.com) or [romy@wisdells.com](mailto:romy@wisdells.com).

Sincerely,

Kelli Trumble  
BID Committee Chair



November 12, 2015

Mr. Jason Scott, Community Development Director  
Wisconsin Economic Development Corporation  
201 West Washington Avenue  
P.O. Box 1687  
Madison, WI 53703

RE: Wisconsin Dells Business Improvement District Support for Wisconsin Dells CDI Application

Dear Mr. Scott,

With this letter, the Wisconsin Dells Business Improvement District (BID) offers its support for the City of Wisconsin Dells' application for Community Development Investment (CDI) funding to complete several construction projects aimed at revitalizing the downtown area. The proposed projects are a continuing collaboration between the BID, City, and the Wisconsin Dells Visitor and Convention Bureau (WDVCB) to make the downtown area more vibrant and active year-round as highlighted in the City's 2014 Downtown Branding, Development & Marketing Action Plan (Brooks Report).

The BID partnered with the City and the WDVCB to prepare the Brooks Report to address declines in revenue from reduced sales and declining property values. While the Wisconsin Dells area benefits economically from waterparks, resorts, outlet malls and nearly 100 attractions, the Downtown Corridor, once the primary attraction of the area, has faltered. The BID's goal is to redevelop downtown for the enjoyment of residents and visitors alike while creating a stronger economy for the City.

The proposed projects highlighted in the Brooks Report and subsequent planning studies are critical for the downtown area to redevelop. The proposed public plaza, gateway entries, wayfinding and beautification projects will drive the revitalization of the downtown area.

The BID will contribute \$150,000 in matching funds to complete the suggested plans. If you have any questions, or need additional information, please contact me directly at (608) 963.2354.

Sincerely,  
Wisconsin Dells Business Improvement District

Kelli Trumble, Chair