

**BID Committee  
May 18,2016**

<b>Attending: Kelli Trumble; chairwoman</b>	<b>Brian Holzem</b>
<b>Kevin Ricks; BID</b>	<b>Jim Decker</b>
<b>Jesse DeFosse; BID</b>	<b>Dan Fulwiler</b>
<b>Kyler Royston; BID</b>	<b>Caroline Altfeather; Zebra Dog</b>
<b>Dan Gavinski; BID</b>	<b>John Langhans; MSA</b>
<b>Justin Draper; BID</b>	<b>Andrea Novotny</b>
<b>Mark Sweet; BID</b>	<b>Lisa Beck; Visitors Bureau</b>
<b>Mayor Brian Landers</b>	<b>Jenifer Dobbs; Visitors Bureau</b>
<b>Chris Tollaksen; Public Works</b>	<b>Michelle Zuelke</b>
<b>Karen Terry; City Treasurer</b>	<b>Dave Rambow; Bennett Museum</b>
<b>Becca Fredricksen; BID intern</b>	<b>Ed Legge; Dells Events</b>

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

**Motion made by Kyler Royston to approve April 27 minutes. Second by Jesse DeFosse. Approved.**

**RIVER WALK VIGNETTES UPDATE:**

**Caroline Altfeather updated BID on positioning and look of the River Walk vignettes. Highlights included repositioning of the River Tourism and Kilbourn Dam locations. The panels on the structure can be removed and replaced with new text or images in the future. A small area was established to place the Dells River Arts District logo on the structure. Another small area will highlight apps or websites for the public to gather more information about any of the subjects. Both the Bennett Museum and Melanie Sainz Tallmadge will be consulted for approval on vignettes covering topics in their areas of expertise. Dan Gavinski recommended finding an Upper Dells image for the George Crandall vignette.**

**The bases will now be concrete construction with limestone veneer wraparound. This decision will not affect the aesthetics but will make electrical work easier and overall should cost a little less money. Also, John Langhans felt the concrete base will be more weather resistant.**

**Conduit is being run to the vignette locations. The overall budget for the project is \$222,000. Once BID signs off on the creative work ZD has presented, bidding on the project will commence.**

**Images of all ten vignettes will be sent to the committee via email for review.**

**DUCHESS PLAZA UPDATE:**

**John reported that furnishings have been ordered including the Parc Centre chairs committee members approved since the last meeting. Decor items have also been ordered. Most of these items should arrive by the end of June.**

**The Wisconsin DOT mandated that a curb be constructed at the Oak and Broadway intersection.**

**Dan said that the "Duchess" is in the shop being sandblasted and readied for painting. It will be moved into place soon to avoid problems with Illinois Avenue bridge work. The project's budget is \$155,000 and it is trending well below that number at the moment.**

**Doing a time lapse video of the plaza work has been suggested. John and Caroline will investigate further.**

**FURNISHINGS UPDATE:**

As indicated the Parc Centre chairs will be used. The tables and umbrellas decided upon at prior meetings remain unchanged. The Design Review Committee (DRC) has asked BID to make recommendations regarding furnishings private businesses may want to use outside their storefronts and the degree of adherence to the Plaza and Sidewalk Cafe zone furnishings BID has selected. Topic will be placed on June 8 agenda.

**RIVER WALK EXPANSION UPDATE:**

Chris Tollaksen indicated much of the sidewalk areas on River Road have been poured and that work is progressing on the vehicle barriers. The hope is for the road to be open this upcoming weekend and permanently reopened for Memorial Day weekend. Construction on the Illinois Avenue bridge area will start in June.

**JULY 4th CELEBRATION UPDATE:**

Kyler Royston reported that a band has been hired for pre-fireworks festivities. Mike Showalter will emcee. A 5K run is planned and registration is available at the JAG website. This years poster is being designed.

Some discussion has taken place about having a ribbon cutting for the Duchess Plaza early on July 4th. Mayor Landers recommended having post fireworks entertainment at the plaza.

**OUTLET OF THE DELLS TROLLEY TOUR:**

Michelle Zuelke presented a proposal to offer shopping tours via the new trolley car. Tour would include a 90 minute stop downtown. Tickets are \$30 and would include lunch at Bobbers. BID is not being asked for funding, but only to designate a stop for the shopping tour trolley and permission for signage. The Mayor will be meeting with Jeremy Ringdahl, owner of the trolley being used and Michelle to determine the best parking location. Michelle suggested a way for downtown businesses could be involved was to organize "goody bags" with coupons for the riders.

**CHAIR REPORTS:**

The printing of new billboards is done and awaiting installation.

The City Council approved the Dells River Arts District (DRAC) guidelines.

**AGENDA: JUNE 8 MEETING**

Items will include update on DRAC logo registration and website rollout, job description for the seasonal maintenance position, private sector furnishing guidelines, development of strategic planning on retail mix.

Dan Gavinski moved for adjournment. Second by Kevin Ricks. Approved.