

**BID Committee
October 12, 2016**

Attending: Kelli Trumble; chairwoman	Nancy Holzem; City Clerk
Justin Draper; BID	Jim Decker
Jesse DeFosse; BID	Brian Holzem
Kyler Royston; BID	Melanie Sainz Tallmedge
Dan Gavinski; BID	Ed Legge; Dells Events
Mark Sweet; BID	
Mayor Brian Landers	
Karen Terry; City Treasurer	

Meeting called to order by Chairwoman Kelli Trumble.

Motion made by Jesse DeFosse to approve September 28 minutes. Second by Kyler Royston. Approved.

2016 / 2017 BUDGET UPDATES:

Karen Terry reviewed the proposed 2017 BID Budget. The City will pay for the full value of the 4th of July fireworks contract. BID will cover other festival expenses such as entertainment. The Finance Committee approved the budget with this alteration. The net effect will lower the proposed increase in the BID district assessment from 5% to about 3.8%.

The 2016 Operating budget was also looked at and appears on track.

Committee consensus was to move the 2017 BID budget forward for City Council action as presented today.

BAVARIAN VILLAGE RESTROOM AGREEMENT:

Contract was presented for renewal commencing October 1, 2016 for one year. Bavarian Village LLC will be compensated \$9,144 for maintenance of the restrooms. Kelli will address concerns expressed about timing and regularity of cleaning work being done with Bud Gussel. Dan Gavinski made a motion to approve renewal of the contract for one year. Second by Kyler Royston. Approved unanimously.

BILLBOARD LAND LEASE AGREEMENTS:

Contracts for leased land used for billboards were presented for renewal on November 1st. Contract with Jim Dovenberg is for 2 years at \$950 in year one and \$1000 in year two. Contract with Richard Clack is for three years at \$750 each year.

Dan Gavinski made a motion to approve both contracts. Second by Jesse DeFosse. Approved unanimously.

2017 MAYORAL BUDGET PROPOSALS:

Discussion continued from last meeting on three proposals from Mayor Landers.

A. Creation of a City Business License. Discussion centered on how the information from the license would be used by the city, the "grandfather" element for existing businesses and if other agendas for having a license might come into play in the future. The Legislative Committee will have the responsibility of drafting an ordinance for City Council action. Consensus of the BID committee was a desire to offer input during that process. It was felt in order to assist with the process, a copy of any proposal from Legislative Committee be provided to BID for consideration.

Karen cautioned that the logistics involved with implementing a city business license will be a lengthy process.

B. Subsidizing Salaries from Parking Utility. The Mayor's recommendation is for the Utility to subsidize the city for time the Police Chief and City Treasurer spend on parking issues. Concern was expressed that funding for future parking areas or structures might be shortchanged due to this proposal. Mayor Landers assured the committee that the Utility will be working on a more comprehensive plan to address parking needs in the future. At the end of the year, a detailed breakdown of the Parking Utility's income and expenses will be made available for BID to review.

C. Creation of River Arts District Committee. It was felt more details are needed and that a draft of the recommendation the Legislative Committee would make for creation of the new committee should help guide BID discussion. Mayor Landers indicated an important source for funding will be for this committee to seek Arts grants and private sponsorships for special events. Scheduling of summer entertainment would be looked at for maximum impact.

CAFE ZONE AND RIVER WALK CONSTRUCTION:

Both projects continue on schedule. Kelli has seen graffiti on the new railing on the River Road bridge. She advocated for funding for removal of graffiti in the future. Others felt cameras ,signage or creation of an area to "express" oneself might help.

KILBOURN CITY LIVE REVIEW:

Jesse briefly commented on the inaugural music festival. Estimated attendance of 4500 far exceeded expectations despite less than ideal weather. The site of the stage and grounds was very well received. The planning committee is already discussing plans for 2017. Greatest challenge ahead will be sponsorships in order to build on this years success.

DELLS ON TAP / HARVEST FEST REPORT:

The Pub Crawl on Friday, October 14 is expected to reach 1000 tickets sold. The Dells on Tap is expecting its largest ticket sale ever as advanced sales are well ahead of prior years.

DOWNTOWN FARMERS MARKET DIRECTION:

One consistent comment about the September special event was the desire to see more produce at the market. Nancy Holzem said that if the Market would become a regular event, a change in the city ordinances and zoning code would need to be drafted so it would be in compliance.

AGENDA: OCTOBER 26 MEETING

Continue discussion on Mayor Landers Budget proposals, Farmers Market direction, Taste of the Dells.

Justin Draper made a motion to adjourn. Second by Kyler Royston. Approved.