

BID Committee
September 13, 2016

Attending: Kelli Trumble; chairwoman	Karen Terry; City Treasurer
Justin Draper; BID	Chris Tollaksen; Public Works
Kyler Royston; BID	Mayor Brian Landers
Kevin Ricks; BID	Brian Holzem
Jesse DeFosse; BID	Ed Legge; Dells Events
Dan Gavinski; BID	
Mark Sweet; BID	

Meeting called to order by Chairwoman Kelli Trumble. Motion to approve August 31 minutes made by Kyler Royston. Second by Jesse DeFosse. Approved.

DUCHESS PLAZA CLEANING SCHEDULE:

Justin Draper prepared a schedule and budget for the High Rock Cafe staff to continue handling cleanup duties at Duchess Plaza. Total cost from July 1, 2016 through November 24, 2016 would be \$1624.50. The total cost from April 1, 2017 until November 23, 2017 would be \$2574.00. Discussion focused on developing lines of communication with the Public Works and Parks Departments to better determine long term responsibility for maintaining newly created public areas. Also, brought to the committee's attention was a problem with drainage in the dune pots on the Plaza. Kelli will speak with Public Works to determine a short term fix for the problem. John Langhans from MSA will also be consulted to develop a long term solution.

Jesse DeFosse made a motion to approve the expenditure of \$1624.50 to High Rock Cafe to continue Duchess Plaza cleanup duties through November 2016. Second by Kyler Royston. Approved unanimously.

Jesse DeFosse made a motion to approve the expenditure of \$2574 to High Rock Cafe for Duchess Plaza cleanup duties through 2017 as presented. Second by Kevin Ricks. Approved unanimously.

2017 BID BUDGET:

Karen Terry, working with the BID Budget subcommittee, presented two options for committee consideration. Option 1 removed marketing programs with Ad-Lit at a total of \$14,000. Option 2 retained the Ad-Lit marketing with an increase in the BID assessment of about 3% to cover the difference.

Committee consensus in discussion was that print advertising from both Ad-Lit and the Visitor Bureau was of value to the businesses within the BID district.

Other areas within the budget were examined for potential savings. It was felt that the July 4th Celebration could be reduced by \$2000. Karen indicated that the City is looking at providing \$5000 from the Operating budget toward the Celebration.

Taste of the Dells would receive no BID support in the proposed budget as a final decision from the Visitor Bureau about taking over the festival is expected soon. Country Bumpkin submitted a bid of \$6223 for Autumn decorations on Broadway, Oak Street and Duchess Plaza.

Jesse DeFosse made a motion to approve Option 2 of the budget presented and

forward to the City Finance Committee for action. Second by Dan Gavinski. Option 2 would retain marketing with Ad-Lit. July 4th Celebration budget would be reduced from \$17,000 to \$15,000-. The City would provide \$5000 in support of the Celebration and the Visitor Bureau has committed \$3000 to the event. Cleanup of Duchess Plaza would increase from \$1350 to \$2574 as approved at this meeting. Country Bumpkin proposal for Autumn decorations would be included as well as Thompson's Full Bloom proposal for flowers and decorations. The BID assessment to cover expenditures would be \$298,307. For example in BID District 1, the mill rate would increase by 5.8% or \$27.46 on an assessed property of \$200,000. Motion was passed unanimously.

RIVER WALK EXPANSION UPDATE:

The demolition of the old Illinois Avenue bridge has gone as planned.

200 BLOCK CAFE ZONE UPDATE:

Work will begin next week. Paving of new sidewalks will take about one week and will extend up to the buildings. Work will commence on the south side, followed by the north side of the street. Buildings will be accessible.

PARKING COMMITTEE UPDATE:

The Parking Board approved the stickers for the meters presented by BID. The stickers will be paid for by the Parking Board and will be installed on both sides of the meters by October 1st. The logo on the sticker will be changed to the new Dells River Arts District logo.

KILBOURN CITY LIVE MUSIC FESTIVAL:

Advertising and social media campaigns have commenced to increase public and downtown business awareness.

WISCONSIN DELLS FARMERS MARKET RECAP:

Attendance was estimated at 400. The vendors generally sold out of products. Best guess was attendance was 90% local. All vendors indicated interest in returning as part of a permanent market in 2017. Results will be reviewed at a future meeting.

DELLS RIVER WALK STROLL - OCTOBER 1:

A small program booklet with map will be paid for by the Ho-Chunk Nation and given to attendees on October 1 at the event.

AGENDA: SEPTEMBER 28 MEETING:

Items for discussion will include 200 block Cafe Zone update, Christmas decorations, Mayor's 2017 priorities list.

Motion to adjourn made by Justin Draper. Second by Kevin Ricks. Approved.

