

BID Committee
November 9, 2016

Attending: Jesse DeFosse; Vice chairman
Justin Draper; BID
Kevin Ricks; BID
Dan Gavinski; BID
Kyler Royston; BID
Mark Sweet; BID

Jim Decker
Brian Holzem
Chris Tollaksen; Public Works
Ed Legge; Dells Events

Meeting called to order by Vice Chairman Jesse DeFosse.
Motion to approve October 26 minutes made by Justin Draper. Second by Kyler Royston.
Approved.

BUSINESS REGISTRY ORDINANCE:

Discussion continued from past meeting about Mayor Landers' proposal to establish a registry of downtown businesses. Questions raised were how the registry would be used, whether fees would increase in the future, how the information might be shared and if that might compromise a business, and the need to include proof of insurance on the form. Consensus was to get information from Lake Delton and other locations regarding their business registration practices before providing any recommendations. Justin Draper made a motion to request the Legislative Committee to table any decisions on a Wisconsin Dells registry until BID has the opportunity to make recommendations. Second by Kevin Ricks. Approved unanimously.

2017 PRINT CREATIVE PROPOSAL:

ZebraDog presented a draft of the layout for 2017 Guide Book advertising. Unanimous consensus was the draft was unacceptable and needs to focus more on the downtown and not on the vignettes. ZD will be notified of the direction the committee would like the emphasis placed on the next draft.

2017 WINE WALK:

Mark Sweet reported that the Downtown Wine Walk will take place on April 28, 2016 from 5-9 PM. Ticket prices will remain the same. On Saturday, April 29 the Wine Down event is being planned as well.

RIVER WALK EXPANSION UPDATER:

Lighting on the new bridge has been put in place. The area for the tenth vignette is being readied to move into its permanent location.

CAFE ZONE CONSTRUCTION UPDATE:

Work planned for this fall has been completed. Question about the status of benches which were removed was discussed. If BID is being asked to provide recommendations has not been clarified. To make recommendations information from MSA as well as the City needs to be provided. Maintenance of the Cafe Zones was discussed again as well. Agreement with the State DOT was that the zones are public areas and not restricted for use by a single business. The possibility that ongoing maintenance funding could come from the Economic Development funds the City has designated for completing this project was noted. Also, brought up in discussion was the need to address storage of the Duchess Plaza furnishings during the winter. Dan Gavinski said he will look into using the "Duchess" for

storage this winter.

SHOP LOCAL / OPEN FLAGS:

Shirts and flags remain available at the Public Works office.

UPDATES:

Chairwoman Kelli Trumble feels we need help with writing copy to complete the new Dells River Arts District. Kelli recommends hiring Andrea Novotny for that task. The approximate cost would be \$750- \$1,000. Consensus was to proceed with those plans. A formal motion would be made at the next meeting.

NEXT AGENDA: December 7, 2016. Items will include print creative draft copy, benches on 200 block, business registry.

Motion to adjourn made by Kevin Ricks. Second by Dan Gavinski. Approved.