

**BID Committee
October 26, 2016**

Attending: Kelli Trumble; chairwoman	Jenifer Dobbs; WDVCB
Jesse DeFosse; BID	Chris Tollaksen; Public Works
Justin Draper; BID	Brian Holzem
Mark Sweet; BID	Jim Decker

Meeting called to order by Chairwoman Kelli Trumble.

Motion to approve October 12 minutes made by Justin Draper. Second by Jesse DeFosse. Approved.

DELLS ON TAP / HARVEST FEST RECAP:

Jenifer Dobbs reviewed the fall festival, October 14-16. Tickets sales for the Friday Pub Crawl were in excess of 200 more sold than 2015. Dells on Tap on Saturday sold out at over 2600 tickets with a record 63 microbreweries participating. Over 70 vendors participated in the Harvest Fest Craft Show with very good reports on sales. Space for the event is becoming an issue. There have been preliminary discussions about holding the activities over two weekends. There are feelings that Harvest Fest and Dells on Tap draw entirely different clientele. Another suggestion made was to look at locating some of the Harvest Fest activities at Duchess Plaza.

TASTE OF THE DELLS:

Mark Sweet updated the committee that the Visitors Bureau Festival Board has chosen not to take over management of the festival in 2017. It is also expected that Bank of Wisconsin Dells will not be the title sponsor in 2017. At present, the only source for funding Taste of the Dells would come from the Downtown Dells Committee which has managed the event since its inception. At best that source would be a short term answer. Discussion focused on how Taste could be upgraded as a special event, whether restaurants want to participate and the possibility of changing dates. Location problems were also noted due to restrictions on Oak Street. The Taste committee will meet and discuss the issues and propose a course of action.

DOWNTOWN FARMERS MARKET:

The subcommittee has met and determined several tasks. Those tasks include identifying two potential locations, determining frequency and length of selling season, and type of vendors / overall direction the market should follow. Once those decisions are made a budget can be developed and sponsorships solicited. If the subcommittee determines the Farmers Market should operate as a regular event, legislation would need to be drafted to revise current city ordinances. BID Committee will be updated as warranted.

PARKING SUBCOMMITTEE:

Feedback about the signs placed on the parking meters October 1st has been positive.

RIVER WALK EXPANSION UPDATE:

Chris Tollaksen reported that weather permitting concrete paving will happen very soon. Only items to probably be carried over to the spring will be antique painting of the wall on the Illinois Avenue bridge and some welding on the railing. Kelli said that the panels on the new vignettes should be back in place possibly as early as the upcoming week-

end following finishing details applied to them.

MAYOR'S 2017 BUDGET PROPOSALS:

A proposed draft of an ordinance establishing the creation of the River Arts District Committee was examined. The following recommendations were proposed:

a) elimination of the sentence "two of the public residents may be non-residents of the city" in Section III.

b) changing the term "entertainment coordinator of WDVCB" and replacing it with "Festivals Manager of Wisconsin Dells Festivals, Inc."

Questions were raised about Point 3(d) managing the River Arts District trademark and trade name. Consensus was that BID should maintain its management role and not have that assigned to a new committee. It was also felt the funding sources and budget for the new committee require more definition.

Discussion on the Mayor's business registration proposal was tabled until the next meeting so committee members can review the draft of the proposed ordinance.

Kelli also recommended that the Mayor's proposal about hiring a business consultant be placed on the next agenda for discussion.

PRINT MARKETING DIRECTION:

Zebra Dog (ZD) has been approached to develop, design and manage the layout and editing of two full page ads which will feature the River Walk vignettes. Ad copy must be submitted by December 1. ZD would also update the Dells River Arts District brand guidelines. Total cost would be \$4350, which does not include printing.

This proposal is not funded in the 2016 budget. The City has indicated that BID is to be reimbursed \$5300 from grant money for revitalization projects. Those funds could cover the proposed contract with ZD.

Jesse DeFosse moved to approve the proposed contract with Zebra Dog and forward to City Council for action. Second by Justin Draper. Approved unanimously. It was recommended that the final copy be used over at least a two year period.

SIDEWALK CAFE ZONES UPDATE:

The construction work scheduled for fall is nearing completion. The seat caps may not be installed until spring due to late season arrival. Remainder of the project will be completed in the spring.

AGENDA: NOVEMBER 9 MEETING.

Items on the agenda will include recommendations on the Mayor's Budget proposals, Wine Walk report, Shop Local program discussion.

Justin Draper moved to adjourn. Second by Jesse DeFosse. Approved.