

**BID Committee
February 11, 2015**

Attending: Jesse DeFosse; chairperson	Phil Helley
Justin Draper; BID	Brian Holzem
Dan Gavinski; BID	Corey Kissack
Kevin Ricks; BID	Eric Helland
Kelli Trumble; BID	Adam Makowski
Kyler Royston; BID	Alan Hansen
Mark Sweet; BID	Jason Hallowell
Chris Tollaksen; Public Works	Ed Legge; Dells Events

Meeting called to order by Chairperson Jesse DeFosse.

Motion made by Justin Draper to approve January 28 minutes. Second by Kevin Ricks. Approved.

OUTDOOR DISPLAYS REVIEW / STANDARDS:

The Planning Commission was presented with the request from BID to take over the design review responsibilities as part of the downtown revitalization plan. There were concerns expressed by the Mayor and others at the meeting as to if or how that might occur. Mayor Landers indicated he has some ideas he would like to share with the BID as this proceeds including establishing a separate Design and Review Committee.

As the season will be forthcoming, it was agreed businesses need to know what they would need to do with any outdoor displays now and though design standards are the ultimate goal they probably would not be completed in time.

Chris Tollaksen reviewed the 2014 season. Essentially what occurred was enforcement of items in the 2007 city zoning code. These were policy decisions made to "clean up" the downtown. There were no new ordinances passed.

Businesses made an application for an outdoor display as a conditional use permit. For 2014 there was no fee attached to the permit. Approval of the permit rested with the Planning Commission. Though at first no displays were allowed, a standard of one display per eight linear feet of the building housing that business only was enforced.

Though other alternatives could be discussed, Chris recommended that the process from 2014 be maintained this year. One of the problems last year was communication and by getting this in place earlier, businesses will have time to plan. Kelli Trumble felt it was important to keep the application as part of the process so BID can review and forward recommendations to the Planning Commission before action is taken. It was emphasized even with BID review that this process needs to be streamlined. Dan Gavinski recommended continuance of no application fee in 2015 as we are still in a transition to establishing design standards. Chris noted that suggestion would again require City Council action as a resolution.

Chris noted concerns the Fire Inspector has expressed that store entryways should not impede pedestrian traffic from entry. This can be a policy which can be enforced stronger, though defining what is an impediment may be more of a judgement call. Mark Sweet expressed concerns about what would be considered temporary displays such as mannequins being blown over onto the right of way. Perhaps one way to avoid this would be to define permanent vs. temporary/removable displays. Brian Holzem did not favor making the type of displays now becoming permanent. Mark also suggested entryways need to be looked at as a separate issue from the facade front when it comes to displays. Brian said that people are creative and if they are restricted from using the facade front, they will use their entryways more and in effect counter the intent of the restriction. Chris asked if some form of beautification be a condition of approval for a display application. Kelli felt that once design standards are in place, such measures would not be necessary.



There was committee consensus to maintain the enforcement policy from last year for the 2015 season. Justin moved to forward the recommendation that the fee be waived for conditional use applications for outdoor displays in 2015. Second by Kevin. Approved.

Jesse updated BID on discussions the Brand Development Team has had with the company ZebraDog from Madison. ZebraDog has expertise in a number of areas from way finding, signage and design standards. Their emphasis is that these decisions are all connected to telling the story of your theme or brand. The Branding Committee asked ZebraDog to present a BID for a potential contract. BID will be updated on that process which could help guide discussions in the future.

OAK STREET RECONSTRUCTION:

Jesse reviewed feedback provided from the Branding Committee meeting held on February 3rd. Two topics open to business comment were 200 block of Broadway redevelopment and reconstruction of Oak Street.

The Public Works Department plans to commence reconstruction of the 600 and 700 blocks of Oak Street as soon as the weather permits. The Branding Committee saw the project as an opportunity to reconfigure parking and public seating areas on 700 Oak Street and sought feedback in particular from those businesses most affected. Staff from MSA presented a "flex space" plan at that meeting. "Flex Space" would establish a mountable curb which could allow for use of that area as either an expanded sidewalk area (seating, plantings, etc.) or for parking. MSA expressed a safety preference of parallel parking spaces rather than angle parking spaces. "Flex Space" could not be used at all on Broadway without DOT approval which is considered unlikely.

Since the meeting, it has become apparent that how and when the flex space is used varies from the needs of each affected business. Flex could be defined as a seasonal use which would be uniform for everyone or it could be defined as a decision each business/ building should make for itself.

Eric Helland pointed out that snow plowing of the mountable curb area needs to be considered. Eric also noted that since angle parking allows for more spaces than parallel spaces that he disagrees with the MSA opinion in that area.

Chris also mentioned that the curved area at the Broadway / Oak Street area near High Rock Cafe is being looked at with either a railing or knee wall as part of this project. Eric hoped it could be carefully considered as it might be something which could work at other busy corners.

As this is a Public Works project, final decisions come from that committee. BID opinions were being sought as part of that.

SIGN ORDINANCE:

Jesse tabled discussion until the next meeting. Chris reported that the new business at the former Trumble Photography is interested in having a blade sign protrude from their building. The business owners have been notified that BID is working on that issue though nothing may be in place soon enough and that should be considered on their part. It is always possible other requests may come forward.

BUSINESS WELCOMING:

Justin volunteered to put together an outline of what could be included in an official Welcome packet for discussion at the next meeting.

NEXT MEETING:

Date and time for the next meeting will be determined as it was felt that having Mayor Landers be able to attend was a priority. All items on today's agenda will be on the next agenda. In addition, Ad-Lit will present a proposal for marketing and advertising.

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

PARKS, RECREATION, AND WATERWAYS COMMITTEE

CITY OF WISCONSIN DELLS ~ 300 LA CROSSE STREET

WISCONSIN DELLS, WI 53965

February 2, 2015

1. Chairperson DeFosse called the meeting to order at 6:00 P.M. Notice of the meeting was provided to the Dells Events, WNNO Radio, and posted in accordance with State Statutes.

Present: Alderperson DeFosse, Tammy Mayer, Gordon Priegel, Becky Gussel, Mike Warnke Thad Meister, Adam Breest

Others: Ed Legge from the Dells Events , Andrew Bremmer MSA, Jeffrey Harmon Dells Intern

Excused: Lauren Witecha and Aaron Castle

2. Motion by Priegel and seconded by Gussel to approve the January 12, 2015 meeting minutes. Motion carried unanimously.
3. Motion by Priegel and seconded by Warnke to approve the survey set forth for Comprehensive Outdoor Recreation Plan contingent upon the edits made during discussion and Director Thad Meister signing off on those edits made by MSA. Andrew Bremmer from MSA described the scope of service and what this Plan would accomplish. He addressed the timeline for the entire project and that the survey would be available for approximately 4 weeks. The committee discussed how to market the survey. A direct mailing was discussed, however it was decided against. The committee decided that methods of marketing the survey will strategically include email database, school phone system, Park and Rec Guide, Social Media, Civic groups, Zinkies(flyer put into grocery bags), WDHS half time announcements, AM 900, community supper, and hard copies to seniors sites, city hall, and library. Motion carried unanimously.
4. Motion by Priegel seconded by Mayer to recommend to Finance to increase the Boat Docks Fees contingent upon any amount of revenue over the budgeted amount be placed into a Dock Replacement Outlay Account for use only at the City Docks. The revenue budgeted for 2015 is \$23,230. Director Thad Meister presented the current fee structure, area comparisons, and three possible options to the committee. After discussion on supply, demand, and at what step or rate to increase the committee decided on option # 2 that was presented. Sales tax would be applied to each fee. Option # 2 is as follows.
 City Resident - \$500
 School District Resident \$ 650
 Non Resident \$900
 The Motion carried unanimously.
5. No items for referral. Next Meeting March 2, 2015 6:00 PM
6. Motion by Priegel and seconded Gussel to adjourn at 7:20PM

Thad Meister

Parks, Recreation, & Waterway Director

**~ CITY OF WISCONSIN DELLS ~
2015 SCHEDULE OF FEES**

Type	Proposed Fee	Current FEE		Code Section	Year Revised
Adult Oriented Establishment		1000.00	Annually	16.18(5)(a)	2002
Alarm Monitor at Police Dept		125.00	Annually	9.05(7)	2010
Awning & Canopies Inspections		60.00	Every 2 years	22.26(6)	2010
Bicycle License		5.00	For life of bike	23.04	2005
Board of Appeals		300.00	Plus Public Hearing Fee	19.221	2010
Boat Dock Rental Fee	500.00	309.00	Annually-city resident	3% increase every other yr	2014
(+ 5.5% sales tax)	650.00	445.00	Annually-school district resident	3% every other	2014
	900.00	731.00	Annually-all others	3% every other	2014
Boat Launch Fee (Daily)		8.00		8.03(4)(a)	2010
Boat Launch Fee (Annual)		50.00			2010
Building Inspection Fees (Commercial)		75.00	Roof Re-Shingle Electric Service Upgrade Required by code violations	13.01(3)	2010
Building Inspection Fees (Residential)		50.00	Roof Re-Shingle Electric Service Upgrade Required by code violations		2010
Building Permits (Residential)		45.00	First \$1000 of cost or less; \$20 each add'l \$1000	13.01(3)	2008
		2500.00	Maximum fee		2008
Building Permits (Commercial)		45.00	First \$1000 of cost or less	13.01(3)	2008
		25.00	Each add'l \$1000 to \$500,000		2008
		50.00	Each add'l \$100,000 thereafter		2009
		25,000	Maximum fee		2009
Building Permits (REU fee)		1920.00			2014
Building Footings & Foundation Fee (Commercial)		125.00			2008
Busking Permit		50.00	Per performer/per season	16.10	2014
Cemetery Lots		550.00			2008
Mon-Sat Grave Opening		400.00			2008
Mon-Sat Cremation		225.00			2008
After 4pm hourly charge		65.00			2008
Cigarette License		100.00	Annually (highest fee allowed)	16.15(2)	2002
Circus, Carnival, Theatrical Permit		100.00	Per day or \$1500 per month	16.07(3)	2010
Community Center Room Rental:					
City non-profit organizations		25.00	Each additional hour: \$5.00		2010
All other groups		50.00	Each additional hour: \$15.00		2010
Use of kitchen (additional)		25.00	Per hour (max \$100)		1999

ITEM 6

10 -GENERAL FUND
 FINANCIAL SUMMARY

	CURRENT BUDGET	CURRENT PERIOD	YEAR TO DATE ACTUAL	% OF BUDGET	BUDGET BALANCE
REVENUE SUMMARY					
COUNCIL & ADMINISTRATION	3,657,771.00	85,876.27	4,017,962.54	109.85 (360,191.54)
MUNICIPAL COURT SYSTEM	150,000.00	3,540.35	143,318.09	95.55	6,681.91
BUILDING INSPECTION	63,200.00	1,825.00	75,580.00	119.59 (12,380.00)
PARKING BOARD	405,000.00	6,715.10	399,462.20	98.63	5,537.80
POOL	21,000.00	0.00	18,246.32	86.89	2,753.68
CEMETERY	14,250.00	23.15	11,117.41	78.02	3,132.59
PARKS & RECREATION	40,000.00 (71,417.10)	51,395.33	128.49 (11,395.33)
BUSINESS PARK	6,250.00	2,270.84	8,000.00	128.00 (1,750.00)
BOAT RAMP	13,000.00	0.00	12,988.76	99.91	11.24
BOAT DOCK	22,500.00	0.00	23,453.15	104.24 (953.15)
PUBLIC WORKS	62,225.00	1,087.60	63,315.07	101.75 (1,090.07)
POLICE DEPARTMENT	41,000.00	4,210.52	35,767.15	87.24	5,232.85
FIRE DEPARTMENT	112,000.00	0.00	109,174.82	97.48	2,825.18
AMBULANCE	36,150.00	0.00	33,108.01	91.59	3,041.99
LIBRARY	14,500.00	529.44	13,504.13	93.13	995.87
BUILDINGS	41,000.00	1,212.00	40,974.00	99.94	26.00
TOTAL REVENUES	4,699,846.00	35,873.17	5,057,366.98	107.61 (357,520.98)
EXPENDITURE SUMMARY					
COUNCIL & ADMINISTRATION	435,680.00	48,027.34	436,266.80	100.13 (586.80)
MUNICIPAL COURT SYSTEM	58,540.00	8,100.93	58,270.20	99.54	269.80
BUILDING INSPECTION	15,000.00	2,437.82	17,730.84	118.21 (2,730.84)
SIGN INSPECTION	5,000.00	20.00	242.76	4.86	4,757.24
PARKING BOARD	195,665.00	33,287.44	196,840.40	100.60 (1,175.40)
POOL	46,510.00	4,390.32	46,440.60	99.85	69.40
CEMETERY	70,340.00 (9,837.58)	70,334.79	99.99	5.21
PARKS & RECREATION	240,621.00 (3,640.63)	242,603.25	100.82 (1,982.25)
BUSINESS PARK	0.00	0.00	0.00	0.00	0.00
BOAT RAMP	4,770.00	877.13	4,512.77	94.61	257.23
BOAT DOCK	2,200.00	504.45	2,242.20	101.92 (42.20)
PUBLIC WORKS	1,134,015.00	172,645.42	1,056,975.13	93.21	77,039.87
POLICE DEPARTMENT	1,856,715.00	221,751.47	1,926,195.67	103.74 (69,480.67)
FIRE DEPARTMENT	166,450.00	38,289.48	166,403.50	99.97	46.50
AMBULANCE	90,550.00	387.09	91,301.45	100.83 (751.45)
EMERGENCY GOVERNMENT	6,600.00	119.92	6,896.74	104.50 (296.74)
PUBLIC SAFETY & TRAINING	2,250.00	0.00	2,882.15	128.10 (632.15)
LIBRARY	247,437.00 (60,575.69)	247,437.00	100.00	0.00
ACCRUED COMP	0.00	75,181.29	0.00	0.00	0.00
BUILDINGS	76,965.00	11,103.88	82,467.35	107.15 (5,502.35)
MISCELLANEOUS/SUNDRY	44,538.00	7,153.16	31,435.83	70.58	13,102.17
TOTAL EXPENDITURES	4,699,846.00	550,223.24	4,687,479.43	99.74	12,366.57
REVENUES OVER/(UNDER) EXPENDITURES	0.00 (514,350.07)	369,887.55	(369,887.55)

COUNCIL & ADMINISTRATION

Revenues Were Exceeded by \$360,191

- \$222,895 was from an increase in taxes from the utilities.
- \$109,427 was from room tax payments being caught up along with late fees and interest.
- Generally, most revenue items came in exceeding what was budgeted.

Expenses Were Exceeded by \$586

- Legislative Salaries over by \$4185 due to an increase in the number of meetings for council members.
- Legal Expenses over \$1396 due to legal fees through CVMIC's legal counsel.
- Election Expense over \$1199 due to PRT referendum election not budgeted for.
- Property Insurance over \$1862 due to larger than anticipated increase.
- **With all the unplanned expenses, I was able to reduce in other areas to come in at only \$586 over.**

MUNICIPAL COURT

Revenues Were Under by \$6681

- Less revenue or less citations issues? Revenues have always been over stated.

Expenses Were Under by \$269

MUNICIPAL BUILDING

Revenues Came in at budget

Expenses Were Exceeded by \$1242

- Unexpected additional HVAC repairs not budgeted for.

COMMUNITY CENTER

Revenues Came in at budget

Expenses Were Exceeded by \$3478

- Repairs to kitchen
- Community Center's portion of the joint building utility bills were at too high of a percentage. They have adjusted for 2015.

CEMETERY

Revenues Came in Under by \$3132

- Hard revenue to predict.

Expenses Came in at budget

**Park & Recreation
2014 Budget Summary**

Boat Docks-

Revenue + 953.15

Expenses - 42.20

Total + 910.95

Boat Ramp-

Revenue – 11.24

Expenses + 257.23

Total + 245.99

Parks and Rec-

Revenue + 11,395.33

Expenses – 1982.25 Added program throughout the year.

Total + 9413.04

Pool

Revenue – 2753.68

Expenses + 69.40 covered a \$3000 soil boring study at Veterans Park for new pool and rec center.

Total – 2684.28

Bottom Line + 7885.70

General Fund (Public Works)

	2014 Budgeted	2014 Actual (unaudited)	%
Revenues	62,225.00	63,315.07	101.75%
Expenses	1,134,015.00	1,056,975.13	93.21%
	(1,071,790.00)	(993,660.06)	

General Fund (Building Inspection)

Revenues	63,200.00	75,580.00	119.59%
Expenses (Bldg. Insp.)	15,000.00	17,730.84	118.21%
Expenses (Sign Insp.)	5,000.00	242.76	4.86%
	43,200.00	57,606.40	

Electric Utility

	2014 Budgeted	2014 Actual (unaudited)	
Revenues	5,146,756.00	5,821,868.82	113.12%
Expenses	5,492,591.00	6,159,726.05	112.15%
	(345,835.00)	(337,857.23)	

* Electric utility consumption was up 3.49% from 56,594,350 KWH's to 58,571,392 KWH's. This accounts for \$604,598.20 of the revenue increase.

* Increase in expenses was primarily due to taxes (132,629.04), power purchases (461,355.85) & miscellaneous distributing expenses related to the territorial transfer (79,417.37). Total (673,402.26).

Sewer Utility

	2014 Budgeted	2014 Actual (unaudited)	
Revenues	906,500.00	1,135,694.52	125.28%
Expenses	1,095,000.00	1,077,619.58	98.41%
	(188,500.00)	58,074.94	

* Increase in revenues due to sewer rate increase. Increase was in effect for 9 of the 12 billing cycles. (Consumption was up .79%)

* Expenses came @ 98%, essentially on target.

Water Utility

	2014 Budgeted	2014 Actual (unaudited)	
Revenues	618,803.00	631,274.17	102.02%
Expenses	648,380.00	689,227.63	106.30%
	(29,577.00)	(57,953.46)	

* Revenue increase due 1.98% increase in consumption. (202,826 to 206,850)

* Expense increase due to 89,169.04 increase in Tax equivalent (unbudgeted). Actual day/day expenses came in 48,321 under budget w/ a 12,614.90 increase in maintenance of mains due to last years cold winter.

2014 Police Department Budget Summary

Purpose: To explain any "major overages or unused funds" from 2014.

Prepared by: Jody Ward, Chief of Police

Parking Board Revenue:

Overtime parking fees and parking meter revenue was down but pay station revenue was up. This shows the success of the parking pay stations and more compliance with overtime parkers.

Parking Board Expenses:

The total parking board budget was over \$1,175.40 or less than half of one percent. I attribute this to the use of personnel (LTEs) to backfill for larger investigations.

Police Department Revenue:

Police Department revenue was down. It is very hard to predict the amount of citations and fines issued. I was happy that DMV services were higher than budgeted. This reflects the public utilizing police services, at the police department.

Police Department Expenses:

Salaries and overtime compromise the largest overage. Salaries are dictated by union contract, which had final approval in late December of 2013 after the 2014 budget was prepared. Officers were given raises to offset an agreement to pay a portion of their Wisconsin Retirement. Education incentives were also given. This is also the reason why the Wisconsin Retirement account was significantly under budget.

Overtime is very hard to predict and magnifies how busy our police department is. The overtime budget was over due to special events and several major death investigations.

Vehicle maintenance was over due to the addition of an additional squad and my under budgeting in the cost of the new squads.

Part Time Police wages are used to backfill and cover open shifts. WDPD maintains two officers per shift. Because of in-service training, specialized training, increasing time spent on mental health commitments, vacations, holidays and large investigations, the use of part-time personnel is increasing.

Public Safety and Emergency Government:

No major overages or unused funds.

Siren maintenance seemed to be a note of concern. Siren repair was spread across both accounts totaling approximately \$3500.00

KFD Budget Review

1. Inspec/contract services has been addressed with this years budget. It now reflects the contract we have with the fire inspector.
2. Clothing allowance was exceeded because of an influx of new firefighters. That item also has been addressed with this years budget.
3. Some expenditures are not required every year. This allows us to go over in some areas yet still remain below the total amount allocated to the fire department.

Kilbourn Public Library
2014 Budget Report - Finance Committee

10-5511-700-1000 - Salaries - this line item also includes maintenance salaries that came out of this account instead of the Maintenance / Repair line item 10-5511-700-2700.

The other accounts are expenses that are shared with Lake Delton so at the end of the year they are balanced out with a journal entry transfer of funds.