Wisconsin Dells BID Committee - Meeting Agenda

Wednesday, March 16, 2016 at 8:30AM

Wisconsin Dells Municipal Building Council Chambers – 300 La Crosse Street – Wisconsin Dells

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1. Call to Order
2. Approval of the March 2, 2016 Meeting Minutes (attached)
3. Presentation DellsRAD Website. Discussion/Action — ZEBRADOG
4. Presentation RiverWalk Vignettes. Discussion/Action — MSA/ZEBRADOG
5. Presentation Café Zones & Plaza. Discussion/Action — MSA/ZEBRADOG
   Approval of Design Concepts
   Approval to Advance to Final Design & Bidding
6. Update on Federal Registration of DellsRAD Word Mark & Design — Kelli Trumble
7. Design Review Committee Update — Dan Gavinski
8. Chair Updates & Discussion — Kelli Trumble
9. Items for Next Agenda — All
10. Adjournment

The Committee may take action on any of the above listed agenda items.

<u>Upcoming Meetings:</u>

- BID Meeting – Wednesday, March 30, 2016 at 8:30am
- BID Meeting – Wednesday, April 13, 2016 at 8:30am

Kelli Trumble, Chairperson Posted & Distributed: 03/11/2016

BID Committee
March 2, 2016

Attending: Jesse DeFosse; Vice-chairman
Dan Gavinski; BID
Kyler Royston; BID
Mark Sweet; BID
Chris Tollaksen; Public Works
Brian Holzem
Lisa Beck; WDVCB
Jenifer Dobbs; WDVCB
Ed Legge; Dells Events

Meeting called to order by Jesse DeFosse, Vice chairman.
Motion made by Dan Gavinski to approve February 17 minutes. Second by Kyler Royston. Approved.

RIVER WALK UPDATE:
Chris Tollaksen reported that the bidding process for River Walk Phase 3 has begun. The city should have a good idea what the bids will be before the end of March.

SPECIAL EVENTS UPDATES:
Kilbourn City Live Music Fest (October 1) Jesse noted great interest in the new festival with lots of inquiries from performers. Fundraising needs are being identified and work has begun in that area as well.

Downtown Dells Wine Walk (April 29-30) Mark Sweet noted that 450 tickets for the 5th Wine Walk sold out in nine days. WDVCB handled ticket sales on line and that attributed to the rapid sale.Program is set for the first Wine Tasting event, which will be free to ticket holders of the Wine Walk. It will take place on Saturday, April 30 with local wineries participating.

Taste of the Dells (June 10-11) Mark reported that the program is virtually set for the weekend. WDVCB will host a Friday evening Fish Boil prepared by Spring Brook. Live entertainment will follow. Restaurant registration for Saturday has been slow and it is expected recruitment efforts will continue even after the registration deadline.

July 4th Celebration: Kyler Royston said that this years program will include a 5K Run and musical entertainment in addition to the annual fireworks display. More details
should be coming out soon.

DELLS RIVER ARTS DISTRICT (DRAC) PROJECT UPDATES:
1) Zebra Dog is working on proposal of design of the Dells River Arts District website.
The design work should be presented at the next BID meeting.
2) Andrea Novotny is working on copy writing for the River Walk vignettes with planned presentation for consideration at the next meeting.
3) Creative work for the billboards will be reviewed at the next meeting.

DESIGN REVIEW COMMITTEE (DRC) UPDATE:
Dan reported progress is being made by DRC on establishing standards for building design and facade improvements in the downtown district. Today's meeting should complete first review of guidelines.

AGENDA: MARCH 16: Agenda will include updates on DRAC projects and discussion on downtown parking.

Motion to adjourn made by Mark Sweet. Second by Kyler Royston. Approved.