



Wisconsin Dells BID Committee - Meeting Agenda

Wednesday, April 27, 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 April 13, 2016 Meeting Minutes (attached) | |
| 3. BID Billboard Revisions –Decision (attached) | Dan Gavinski |
| 4. Revised Vignette Map – Decision (attached) | Jesse DeFosse |
| 5. RiverWalk Expansion Project – Decision | Chris Tollaksen |
| 6. Update on Pigeon Discussion | Chris Tollaksen |
| 7. Duchess Plaza & Café Zone Furnishings – Decision | John Langhans-MSA |
| 8. Wine Walk & Wine Down Events | Mark Sweet |
| 9. Taste of the Dells Update | Mark Sweet |
| 10. Parking Board Agenda Input Discussion | All |
| 11. Items for Next Meeting | All |
| 12. Adjournment | |

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

Proposed Changes to May BID Meetings:

- Move Wednesday, May 11th meeting to Wednesday, May 18th, 8:30am.
- Cancel May 25th meeting
- Return to set schedule Wednesday, June 8th, 8:30am

Kelli Trumble, Chairperson

Posted & Distributed: 04/22/2016

**BID Committee
April 13, 2016**

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|---|------------------------------|
| Attending: Kelli Trumble; chairwoman | Jim Decker |
| Jesse DeFosse; BID | Zac Zastava |
| Dan Gavinski; BID | Brian Holzem |
| Justin Draper; BID | Corena Ricks |
| Kevin Ricks; BID | Jackie Morse |
| Kyler Royston; BID | Lisa Beck; WDVCB |
| Mark Sweet; BID | Sara Hudzinski; WDVCB |
| Chris Tollaksen; Public Works | John Langhans; MSA |
| Karen Terry; City Treasurer | Eric Helland |
| Ed Legge; Dells Events | |

Meeting called to order by Chairwoman Kelli Trumble.

Motion to approve March 30 minutes made by Justin Draper. Second by Kevin Ricks. Approved.

BID FINANCIAL REPORT:

Karen Terry updated the committee on 2016 status to date. Presentation looked at two alternatives

for restructuring the BID obligation to support the Woodside Development through 2023. Two alternatives were presented for structuring the balance of the BID commitment for the River Walk vignettes. Two

possible alternatives looked at the impact of an increase in the assessment rates within the BID

district. The report was made to start the thought process of financial planning for 2017 and beyond. No action was taken at this time.

CITY BLOCK COLOR PROGRAM:

Recommendations made by design group Zebra Dog (ZD) were reviewed. John Langhans from MSA stated that the color block program is intended to note each city block as a unique entity and would be very useful for identification and way finding purposes. Suggestion made for ZD to look closer at building facades

on each block to determine if any changes be made on color block locations. Suggestion made where

possible to provide shading alternatives to the block color for businesses to coordinate any improve-

ments on their property. Question was raised whether the city should require improvements on private property, in particular outdoor seating, be coordinated with the color block program and the sidewalk

cafe/ outdoor plaza improvements. Due to time restraints discussion was suspended on this topic for a future agenda.

Kevin Ricks moved that the city block color program be approved as presented with allowance for

approved variations in shades of the accent color. Second by Dan Gavinski. Approved unanimously.

This motion will be forwarded to the Design Review Committee for action.

RIVER WALK STORY VIGNETTES:

Conference call with ZD staff commenced. An overlay of specific locations for each map was presented.

First map option would not require any changes to the existing railing. Second map option reflected

discussions at recent BID meetings with all vignettes mounted at the railing. Option 1 would be less expensive than Option 2 which would require more extensive railing work in order to install.

Dan recommended looking at the new outlook area on the extension to reposition the George Crandall

vignette. Jesse DeFosse expressed concerns about location of H.H. Bennett vignette at the Bennett

Museum plaza because of amount of time the plaza is closed off to the public. Justin Draper thought the

Kilbourn Dam vignette location might be better suited closer to the overlook area. Kevin made all aware

that the overlook area and parking lot behind it are subject to possible development in the next few years

which should be a consideration in placing vignettes in that area.

Unanimous consensus of the committee for ZD and MSA to proceed with work on Option 1 and to continue review of location of the vignettes to include possible use of areas on the River Walk Phase 3 expansion.

OAK STREET PLAZA DESIGN:

Corena Ricks presented artist plans for the look of the Oak Street Public Plaza. The plan included use of

the boat being provided by the Dells Boat Company, performance stage, three dimensional street mural depicting the river, interactive play area and public seating. Kyler Royston made a motion to approve the concept design work as presented and for work to move forward. Second by Jesse DeFosse. Approved unanimously.

BILLBOARD CREATIVE CONCEPT:

Sara Hudzinski from the Visitors Bureau prepared concepts for each of the three billboards BID

uses. "Dining, Entertainment, Shopping" were featured with complimentary photography. "Downtown Dells"

headed each billboard, as the Dells River Arts District brand is not ready to be unveiled to the public.

Justin moved to approve the creative concept work as presented. Second by Kevin. Approved unanimously.

BID INTERN JOB DESCRIPTION:

Dan moved to adopt the job description of Project Management Intern as presented with hiring at the

discretion of the BID chairwoman. Second by Kyler Royston. Approved unanimously.

APRIL 27 AGENDA:

All items on April 13 agenda not covered will be moved to the April 27 agenda.

Justin Draper moved to adjourn. Second by Kyler Royston. Approved.



DISTRICT BLOCK COLOR PROGRAM



Hex #A5738C

SUNBRELLA COLOR
Terracotta

Light Green #94B38E

SUNBRELLA COLOR
Gingko

Light Azure #66A5C9

SUNBRELLA COLOR
Persian Green

Orange #E67E22

SUNBRELLA COLOR
Tuscan

Green #8ECC81

SUNBRELLA COLOR
Palm

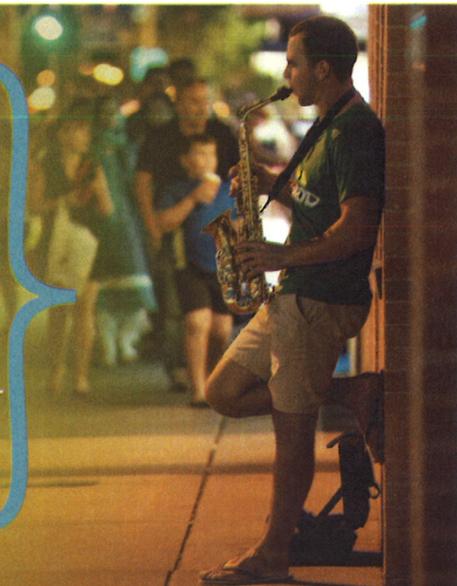
Light Blue #66B3E6

SUNBRELLA COLOR
Aruba

Dark Blue #1E3A7A

SUNBRELLA COLOR
Marine Blue

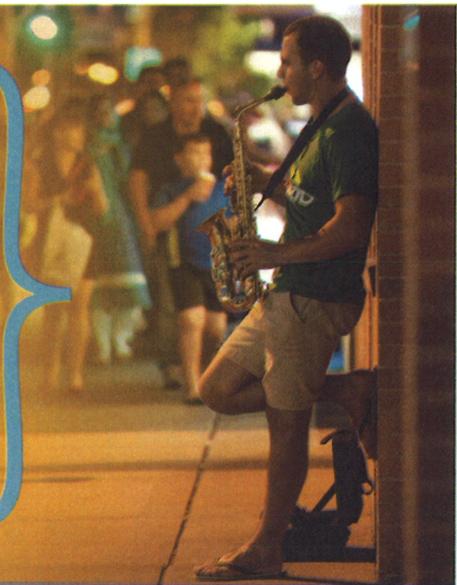
SCALE: 1" = 1'



Downtown
DELLS

DINING
ENTERTAINMENT
SHOPPING

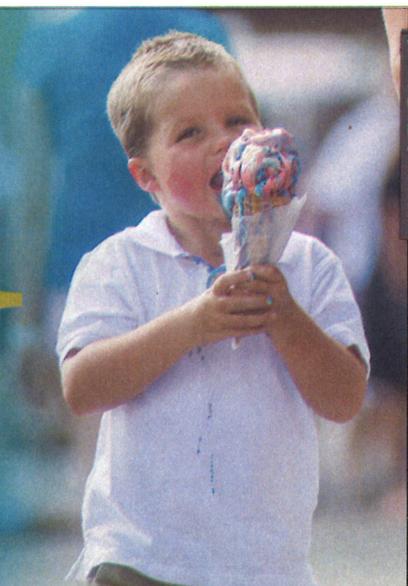
STRAIGHT AHEAD



Downtown
DELLS

DINING
ENTERTAINMENT
SHOPPING

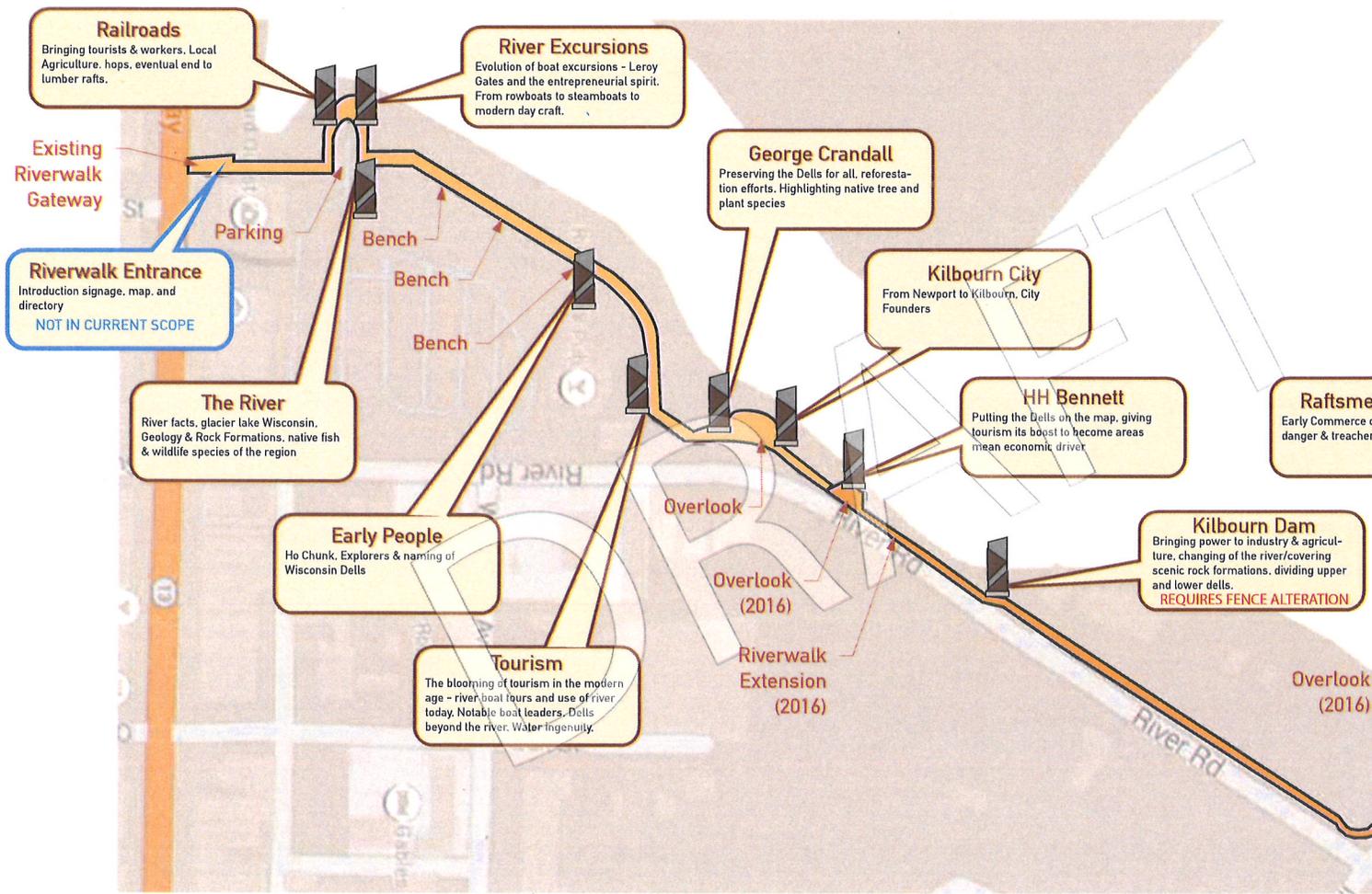
AHEAD X MILES



Downtown
DELLS

DINING
ENTERTAINMENT
SHOPPING

RIGHT @ NEXT LIGHT



Wisconsin Dells Riverwalk Story Vignettes

Locations Map - DRAFT 04.20.2016