



Wisconsin Dells BID Committee - Meeting Agenda

Wednesday, May 27, 2015 at 8:30AM

Wisconsin Dells Municipal Building - Council Chambers

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| 1. Call to Order | |
| 2. Approval of April 9, April 29 and May 13, 2015 Meeting Minutes (attached) | |
| 3. Presentation: New Design Review Committee
Appointee to Serve on Committee | Mayor Landers Bid
Kelli Trumble |
| 4. July 4 th Poster – Creative & Printing Expense (attached) | Jesse DeFosse |
| 5. Taste of Dells Discussion | Mark Sweet |
| 6. Brief Follow-up from Jeremy Ringdahl, WD Trolley Business | |
| 7. Oak Street Revitalization Update | Chris Tollaksen |
| 8. RiverWalk Rail Painting Update | Chris Tollaksen |
| 9. OPEN flags Usage in Summer Season | Chris Tollaksen |
| 10. Welcome Material & Discussion | Justin Draper |
| 11. Items for Next Meeting | All |
| 12. Adjournment | |

Upcoming meetings:

- Wednesday, June 10, 2015 - 8:30 - 10 a.m.
- Wednesday, June 24, 2015 - 8:30 - 10 a.m.

Kelli Trumble, Chairperson

Posted & Distributed: 05/22/2015

Open Meeting Notice: If this meeting is attended by one or more members of the Common Council who are not members of this committee, their attendance may create a quorum of another city commission, board, or committee under the Wisconsin Open Meetings Law; However, no formal action will be taken by any governmental body at the above stated meeting other than the body, committee, commission, or board identified in this notice. Please be advised that upon reasonable notice, the City of Wisconsin Dells will furnish appropriate auxiliary aids and services to afford individuals with disabilities an equal opportunity to participate in meeting activities.

BID Committee
April 9, 2015

ITEM 2

Attending:	Jesse DeFosse; chairperson	Ed Fox
	Justin Draper; BID	Brian Holzem
	Dan Gavinski; BID	Corey Kissack
	Kevin Ricks; BID	Kelli Trumble; BID
	Kyler Royston; BID	Ed Legge; Dells Events
	Chris Tollaksen; Public Works	

Meeting called to order by Chairperson Jesse DeFosse.
Motion made by Justin Draper to approve February 11 minutes. Second by Kevin Ricks.
Approved.

AMERICAN LEGION FLAGS DOWNTOWN:

Ed Fox shared with the committee his concern that the American flag be more present downtown along Broadway, especially during key events such as the Memorial Day parade, 4th of July, etc. After much discussion, the entire committee was supportive. Dan Gavinski suggested that Ed communicate with the American Legion and other committees, and come back with a clear financial request that the BID would consider. No decision was made.

RIVERWALK UPDATE:

Chris Tollaksen informed the committee that the RiverWalk is moving along as scheduled for Fall. No decisions.

OAK STREET PROJECT:

Chris shared with us the unfortunate DOT requirements that would not allow angled parking along Oak Street, because of new depth requirements. Therefore making the decision that parallel parking is the only option.

NEW PLANTERS DOWNTOWN:

Discussion held regarding planters being permanent or temporary. Dan suggested that Chris communicate with Zebra Dog for design direction, and return at a later meeting for decision.

OUTDOOR DISPLAY ORDINANCE/PROPOSED SIGN ORDINANCE UPDATE:

Kelli Trumble suggested tabling these items until Zebra Dog came back with designs.

WINE WALK UPDATE:

Kelli explained sales are doing well, and all signs indicate a possible sellout.

AD LIT MARKETING AND ADVERTISING:

Tabled in Phil Helly's absence.

ITEMS FOR NEXT MEETING:

*Entertainment presentation by Jennifer Dobbs

*Oak Street planters

*Post-Wine Walk review

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

**WISCONSIN DELLS BID COMMITTEE
WEDNESDAY, APRIL 29,2015**

**Attending: Kelli Trumble; chairwoman
Justin Draper; BID
Dan Gavinski; BID
Jesse DeFosse; BID
Kevin Ricks; BID
Kyler Royston; BID
Mark Sweet; BID
Chris Tollaksen; Public Works**

**Jenifer Dobbs; Visitors Bureau
Lisa Beck; Visitors Bureau
Ed Legge; Dells Events
Jim Decker
Brian Holzem
Corey Kissack
Eric Helland
Jackie Morse
Nick Morse**

Meeting was called to order by new BID chairwoman, Kelli Trumble.

Motion made by Dan Gavinski to table approval of April 9 minutes for May 13 meeting. Second by Kevin Ricks. Approved.

Kelli recognized outgoing BID chairperson Jesse DeFosse for his service and noted the important initiatives undertaken during his term. Jesse will serve as Vice chairperson.

UPDATES:

Kelli reported that the Tourism Development Committee recently put out a public newsletter. The newsletter noted completion of the Marketplace study with the recommendation to advance that project as well as the process to be undertaken in the upcoming months. The committee will enter into a contract with Zebra Dog from Madison to begin the first phase of Downtown design review on June 1.

As Zebra Dog conducts its initial phase of work, Kelli felt that through discussion the BID working relationship with Zebra Dog as well as the actual design recommendations they make will be clarified and become a part of the BID agenda. Also, discussion and action to be taken on Mayor Landers' request to formalize BID structure in line with Wisconsin Statutes will occur at a future meeting.

DOWNTOWN ENTERTAINMENT PROGRAM:

Jenifer Dobbs reported that all performers have been hired and the Eddy Street schedule is set. 66 shows are scheduled thru the summer at an approximate cost of \$22,199. An entertainment insert in the Downtown Dells brochure and posters are done and ready for distribution. Jenifer recommended a new schedule sign made from corrugated material is needed which would be tied to the Eddy Street bleachers. Approximate cost would be \$250. Justin Draper moved to approve constructing the new schedule sign for the bleachers at a cost of \$250. Second by Kyler Royston. Approved.

Dan inquired about adding a second schedule sign at a location on the other end of downtown. Kelli and Jenifer said that there has been discussion about expanding the entertainment program to a second location such as the 500 block of Broadway or

the Bennett Museum patio. Such an expansion could look at afternoon scheduling and family oriented programs. It could possibly be done in a trial format this summer. Kelli asked Jenifer to put together more specifics so a budget could be developed for feasibility. A second sign could be included as part of this concept.

BID MEETING SCHEDULE:

A BID meeting schedule which would begin May 13 sets meeting dates every two weeks. Dan made a motion to approve the schedule as presented. Second by Kevin. Approved.

OAK STREET PLANTERS:

Chris Tollaksen presented two directions to proceed. Eventually about 25 permanent ceramic planters will be put in place on Oak Street. The purpose will not only serve to enhance the aesthetics but will act as a buffer between the parallel parking spaces and the sidewalk since there will no longer be a traditional curb. The expense of permanent planters was included within the overall street reconstruction budget to be paid through Premier Resort Tax (PRT) funds. As the street construction will be completed in early June, permanent ceramic planters would need to be ordered very soon to be in place in June. Any decision on color and style would not be able to be coordinated with any overall design plans coming from Zebra Dog as their contract will commence on June 1.

An alternative to making an immediate decision on permanent planters would be to make a purchase of temporary plastic planters. Thompson's Full Bloom recommended using a three planter combination to be set at 25 "parking stall" locations. The cost for the total of 75 planters from Home Depot would be \$5100. Once a decision from BID is made regarding the permanent ceramic planters this summer, the temporary planters could be utilized in other ways to be determined after the ceramic planters are set in place.

Thompson's Full Bloom also provided a bid of \$8625 to plant each planter and the ongoing maintenance. This expense would become an annual expense line in the BID budget. This bid relates to Oak Street only.

Chris indicated that the expected color of the street pavement and sidewalk pavement will be different shades of gray and that any decision on temporary planter colors should take that into account.

Eric Helland felt that the temporary planters would be subjected to damage by cars attempting to parallel park on Oak Street and even from pedestrians and weather conditions.

Kelli indicated that it would be desirable to make a decision on permanent planters this summer so they could be set in place in fall (when all flex parking spaces are expected to revert back to parking spots only). Kelli also noted that the condition of some of the flower pots on Broadway is deteriorating and will need to be addressed in the 2016 budget.

Eric suggested after use on Oak Street, that some of the temporary planters could be offered for purchase to Downtown businesses.

Dan made a motion that BID contract for one year with Thompson's Full Bloom to plant and maintain the planters on Oak Street at their proposed bid. In addition, temporary planters should be purchased from Home Depot at an approximate cost of \$5100 in time for placement in June when the reconstruction is completed. Seconded by Kevin. Approved.

WINE WALK REPORT:

Mark Sweet reported all 450 tickets were sold for Wine Walk held on April 24th. Seventeen businesses participated and many locations indicated very heavy traffic counts. Due to rain and cold, the Duck shuttle was extremely popular. Comments have been made that it is one of the things that makes the Dells Wine Walk stand out from other communities. Mark commended businesses for making a great effort with their appetizers being served which also will continue to make this event special. It was felt that holding only one walk in the spring may serve to only increase demand for the tickets.

SIGN VARIANCE APPLICATION:

Dells Deals on the 100 block of Broadway has applied and paid for a variance on the sign ordinance. The business would like to utilize the sides of its canopy. The canopy is shaped as a boat which comes to a point. It has no area on the canopy directly parallel to the street. Chris Tollaksen indicated BID could either approve or disapprove the request. The request for a variance would still go to the Board of Appeals. If the Board were to approve the variance, the request would come back to BID for final action. Dells Deals would need to prove that the current sign ordinance provides a hardship to their ability to conduct business.

Dan recollected Bill Anderson with his Paintball business located next door to Dells Deals having a similar request rejected by BID. He felt there needs to be consistency. Chris said the only difference is this business has gone through the process for a variance while the other business did not do so.

Dan made a motion to deny the request for the variance. Second by Jesse. Approved.

AGENDA: MAY 13..8:30AM

Request by American Legion for placement of flag banners downtown.

Update on WIFI in downtown.

Design elements of Illinois Avenue overlook on River Walk project.

Safe Ride program.

Welcome Info packet for new businesses.

Motion to adjourn made by Justin. Second by Jesse. Approved.

**BID Committee
May 13, 2015**

**Attending: Kelli Trumble; BID chairwoman
Jesse DeFosse; BID
Justin Draper; BID
Dan Gavinski; BID
Kyler Royston; BID
Mark Sweet; BID
Chris Tollaksen; Public Works
Karen Hoekstra; City Treasurer**

**Jim Decker
Jeremy Ringdahl
Lisa Beck; Visitors Bureau**

**Meeting was called to order by Chairwoman Kelli Trumble.
Justin Draper moved to approve the April 29 meeting minutes. Second by Jesse DeFosse. Approved.**

BID BUDGET UPDATE:

City Treasurer Karen Hoekstra updated the committee on the current status of the 2015 budget. BID revenue is \$295,786.34 which includes \$44,000 in Premier Resort funds which are designated for the River Walk project. Operating expenditures are \$295,785.00 which includes \$214,860.00 for operating expenses, \$36,925.00 for Economic Development and \$44,000.00 outlay for the River Walk project. A \$130,000.00 surplus exists for Economic Development and \$160,000.00 surplus which has not been designated for use.

In reviewing the budget, Dan Gavinski noted that the BID commitment to the Woodside Sports Complex is actually \$75,000. \$60,000 came from the Operating budget and the other \$15,000 from surplus funds in this budget year. How that should be handled in the 2016 budget will need to be determined.

Jesse DeFosse mentioned that the Economic Development line does not yet reflect the decision BID made on April 29 to spend \$5100 on temporary planters as part of the Oak Street project.

Chris Tollaksen reported that bids are expected to come in soon for the work to be done on River Walk. He will update the committee as that progresses. Where the final bid comes in, could possibly have budget implications if it exceeds what is already in place.

AMERICAN LEGION FLAGS:

Ed Fox, representing the American Legion indicated that 50 American flag kits that the Legion would like to display on light posts would cost \$2,627.42. The flags need to be mounted on light posts with enough height clearance which means they would have to be located on Broadway east of Cedar Street and west of the bridge. It will take 10 days to receive the order and some time for Public Works to install. June is a more likely expectation for this to happen.

Dan made a motion to approve the expenditure of \$1325 for the American Legion to purchase the flag kits. Second by Justin. Approved.

DELLS DEALS SIGN:

Dells Deals located at 116 Broadway has made a request to mount a 54" x 66" sign from its building structure. Because the sign would project into the public right of way, this request seeks BID approval. Dan voiced objections to proposed sign content which emphasizes a price, but also a disclaimer in much smaller letters. Advertising prices in such a bold manner was not endorsed in the revitalization study. Mark voiced concerns about endorsing a sign this large when it seems the future look of downtown could be towards smaller, more tasteful looking blade signs. Jesse made a motion to deny the request made by Dells Deals for a projecting structure sign. Second by Justin. Approved.

DISCUSSION POINTS:

River Walk Storytelling. Dan endorsed a proposal made by Debbie Kinder to install plaques at strategic points on the expanded River Walk to tell the story of Wisconsin Dells and the Upper Dells area. He offered to have Andrea Novotny prepare copy for future consideration. The goal would be to look at this as an item in the 2016 budget with installation next year. Kelli has spoken with local photographer Joey Leute about plans he has to tell a story through photos about some of the older river pilots. Mark suggested contacting members of the Ho Chunk Nation to dress in regalia and tell the story of the Ho Chunk people in this area. Dan recommended working closely with Zebra Dog when their design contract commences and make them aware of the BID interest in pursuing these initiatives.

July 4th Fireworks. All plans are confirmed with a July 5th rain date. Kelli and Jesse will re design a larger poster for the fireworks display with planned distribution of 150 posters.

Stand Rock Ceremonial. There will be a special evening planned at the Crystal Grand Theatre on August 22nd. Billed as the Stand Rock Indian Ceremonial: Reawakened it will feature a professional stage performance reminiscent of the Indian Ceremonial. It is being put on in collaboration with the H.H. Bennett Museum's 150th anniversary which is focusing on the Dells and Tourism through Bennett's works.

Downtown WIFI. Chris does not expect anything to happen as far as installation this year. The process will involve talking with numerous businesses as 4 or 5 routers would need to be located on each block for successful installation and it would be logical for the routers to be located inside existing businesses.

Safe Ride Program. Jesse advocated for 100% participation in the Safe Ride program. About 80% of downtown bars and taverns are Tavern League members, however only about 50% participate in Safe Ride. Preventing problems with drinking and driving is what Safe Ride is about and he felt it should be something BID be kept up to date on.

Parking Board Meeting. At Monday's meeting of the Parking Board, a proposal was put forward by Jeremy Ringdahl from Kangaroo Taxi. Jeremy plans to purchase a 32' long trolley car which would seat 36 people. The plan would be to establish a route between Wisconsin Dells and Lake Delton and try to provide economical fares for commuters, both local and tourists as well as the many foreign student workers. One of the issues being confronted is negotiating for convenient trolley stops.

Suggestions pending availability at times of the day included in front of the Bennett Museum, Ripley's, Great Harvest and the parking lot next to Flirts and the Clothing Company. It was noted that none of those stops are on the south side of Broadway and so the parking lots off Elm Street were suggested as well as Just A Game Fieldhouse. In discussion, the committee suggested Jeremy work with both the Woodside Sports complex and JAG to shuttle visitors from those areas to downtown. Dan suggested looking at a seasonal ticket or rate for locals and student workers (though it could be available to anyone). Questions were raised about signage on the trolleys as well as any problems that might be encountered with Jeremy's cab company competition.

Dan made a motion that BID support Jeremy Ringdahl in his effort to bring trolley service to the downtown and that we encourage the city to provide assistance in locating areas for trolley stops. Second by Justin. Approved.

City Attorney Meeting. Kelli met with City Attorney Joe Hasler. It was determined that BID is still operating under the by laws from 1998 when it was established. He is working on updating the bylaws and we will be updated as needed.

NEXT MEETING AGENDA ITEMS: May 27, 2015

- 1. Welcome Program for New Businesses**
- 2. 4th of July Poster review**
- 3. BID role in revitalization plans. Possibility to invite representatives from ZebraDog to a meeting.**
- 4. Update on City Attorney Hasler work on BID by -laws.**
- 5. Taste of Wisconsin Dells future.**

Justin moved for adjournment. Second by Kyler Royston. Approved.

ITEM 4



**Join
The
Blast.**

July 4th

Wisconsin Dells Municipal
Building Lot on La Crosse Street
Start time: Dusk

**Wisconsin
Dells**

The Waterpark Capital of the World!™