



## Wisconsin Dells BID Committee - Meeting Agenda

Wednesday, June 22, 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 June 8, 2016 Meeting Minutes (attached)    |                           |
| 3. DellsRAD Farmers' Market Announcement/Update (attachments) | Kelli/subcommittee        |
| 4. July 4 <sup>th</sup> Festivities                           | Kyler Royston/Kevin Ricks |
| 5. Update on 2016 Revitalization Projects                     | All                       |
| 6. Duchess Plaza July 9 <sup>th</sup> Event                   | Jesse DeFosse             |
| 7. Discussion on Furnishings for Outdoor Spaces               | All                       |
| 8. Discussion on Strategic Planning for Downtown Parking      | All                       |
| 9. Taste of the Dells – Summary                               | Mark Sweet                |
| 10. Native Presence Gallery Event – July 5 <sup>th</sup>      | Kelli Trumble             |
| 11. Items for future agenda                                   | All                       |
| 12. Adjournment   |                           |

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

### Upcoming BID Meetings:

- Wednesday, July 6, 2016 at 8:30am
- Wednesday, July 20, 2016 at 8:30am

Kelli Trumble, Chairperson

Posted & Distributed: 06/17/2016

**BID Committee  
June 8,2016**

**Attending: Kelli Trumble; chairwoman**  
**Dan Gavinski; BID**  
**Kevin Ricks; BID**  
**Kyler Royston; BID**  
**Justin Draper; BID**  
**Jesse DeFosse; BID**  
**Mark Sweet; BID**  
**Mayor Brian Landers**  
**Chris Tollaksen; Public Works**  
**Nancy Holzem; City Clerk**  
**Karen Terry; City Treasurer**

**Jim Decker**  
**Kristen Fish; Redevelopment Resources**  
**Dan Fulwiler**  
**Dave Rambow**  
**Lisa Beck; WDVCB**  
**Jenifer Dobbs; WDVCB**  
**Ed Fox**  
**John Langhans; MSA**  
**Brian Holzem**  
**Ed Legge; Dells Events**

**Meeting called to order by Chairwoman Kelli Trumble.**

**Motion to approve May 18 minutes made by Jesse DeFosse. Second by Kevin Ricks. Approved.**

**REDEVELOPMENT RESOURCES PROJECT:** Kristen Fish, representing Redevelopment Resources, has been contracted by the city to study the 300 block of Broadway and based on analysis of the information propose suggestions to improve the business mix on that block. Mayor Landers said that block was chosen because of the variety in types of businesses as well as some vacancy and continual turnover in businesses. It is feasible the project could be expanded to other blocks pending city funding. Kristen noted that grants and foundation monies might come into consideration depending on what the opportunity would demand. Her company may also offer proposals for improvements at specific business locations.

**CAFE ZONES:** John Langhans reported that advertisement for bids will go out next week. It is hoped construction could commence after WoZhaWa weekend and be completed in November, weather permitting. John suggested BID consider looking at extending the paved brick being used in the cafe zone areas into the current red brick areas coming away from the curb. It would provide a more seamless uniform look on those blocks. Bidding could be done as an alternative bid process with no added costs involved. The bids can then be analyzed and any additions beyond the cafe zone would be based on funds available. Committee consensus was to move forward with advertising the alternative bid on the project.

**DUCHESS PLAZA UPDATE:** A banner will be in position by this weekend trumpeting the new plaza. A board with a more defined finished look will be presented at the next meeting. Corena Ricks has started work in the plaza and in addition to the street painting will be also doing some work on the "Duchess". Furnishings and planters are expected to arrive in the next several weeks. Placement of limestone boulders will be determined with Corena as her work proceeds. The city has purchased a time lapse camera which has been operating since the boat's arrival on Oak Street. The camera may be repositioned for better pictures as the work progresses.

**DUCHESS PLAZA OPENING:** Details of an opening event will include recognition of artists and others involved with the creation of Duchess Plaza, celebration of the river with invitations being extended to all river boat guides and pilots past and present. The main event will be a concert by St. Louis band "Super Jam".

Fundraising is being organized for the band. Closing off the Broadway/Oak intersection for the dedication of the plaza is being looked into. John Langhans suggested the city look at electrical needs at the plaza not only for this event, but other activities located there as well as lighting of the "Duchess". The committee supported the recommended opening ceremony and concert take place on July 9th.

**RIVER WALK EXPANSION UPDATE:** Chris Tollaksen said that work is now moving to the Illinois Avenue bridge area. The walk will be partially closed until later in June when the overlook railing should be in place.

**RIVER WALK VIGNETTES UPDATE:** The final design document will be sent to committee members for review. Any final edits are included. The project will be advertised for bidding next week. After final design

approval, fabrication work can begin. Kelli Trumble asked the committee to consider holding a ceremony marking the completion of the River Walk extension and the completion of the vignettes. Kilbourn City Live, the new music festival, is planned for October 1st and may offer an ideal date.

**TASTE OF THE DELLS UPDATE:** Mark Sweet reported everything is set for the festival this weekend. The Visitors Bureau has done additional advertising for the Friday Fish Boil to boost attendance.

**SOUTH OAK STREET PLANTERS:** Maria Rosholt has suggested that the market may be good to sell the temporary planters purchased last year. The permanent planters should arrive in a couple of weeks. Fifty planters are not being used at present. Purchase price was \$60 each. The committee recommended the planters be sold at the best price possible.

**BID SEASONAL CLEANING ATTENDANT:** Revisions were presented to the job description prepared by BID intern Becca Fredricksen. An hour was added and schedule changed to 3-8PM five days a week. Start date would be ASAP with end date moved to September 6th. Still not determined is who would supervise the worker(s). The committee gave consensus approval to the job description changes with the understanding this worker's responsibilities does not abrogate the responsibility each business has to keep their public areas clean and does not shift anything Public Works already does.

**AGENDA ITEMS: JUNE 22 MEETING:** Items include discussion of guidelines for outside seating by private businesses, Duchess Plaza update, River Walk vignettes, July 4th celebration, review of Taste of the Dells.

Dan Gavinski made a motion to adjourn. Second by Kevin Ricks. Approved.

ARE YOU INTERESTED IN VENDING?

# **DOWNTOWN DELLS FARMERS' MARKET**



Sunday, September 11, 2016

9:00 a.m. - 1:00 p.m.

South Oak Street

Apply: [citywd.org](http://citywd.org) / 608.254.2012 Ext. 405

Dells River Arts District Farmers' Market Manager  
Position Description

The Market Manager is the “go-to” person for consumers and vendors; oversees the Farmers' Market operations; and is a key role in supporting the missions and goals of the Dells River Arts District Farmers' Market. This is a part-time position. Hours will fluctuate based on seasonal needs.

Responsibilities:

- Maintain accurate records and documentation
  - Producer/vendor membership status
  - Vendor attendance and payments
  - Copies of vendor certifications, licenses, and other required documentation
  - Consumer attendance
- Plan market events like consumer education, cooking demonstrations, educational programming, and activities with children
- Coordinate volunteers
- Responsible for collecting daily vendor fees
- Prepare market site and set-up assistance to vendors, volunteers, and entertainment
- Set up market information table with appropriate marketing supplies on the day of market
- Enforce market rules
- Follow-up communication with area businesses, community organizations, police, and/or whoever provides assistance to the market
- Serve as primary contact for potential new vendors seeking to submit applications
- Foster community support for the market
- Report to the Farmers' Market subcommittee
  - Annual vendor and consumer database comparatives
  - Creative ideas for future events
  - Feedback on markets
  - Other information as needed
- Respond to market inquiries
- Maintain positive public relations

Qualifications:

- Experience with program coordination, event planning, and community building and marketing activities
- Knowledge of the geographic area we serve
- Driver's license and reliable transportation
- Able to travel
- Work independently as well as inter-dependently with a team
- Willing to participate in media interviews and events
- Proven success in writing grant proposals and experience in fundraising is desired but not required
- Able to lift 50 lbs. and stand for long periods of time outdoors in all weather elements

Skill set

- Able to assess conflict resolution with vendors in a positive manner
- Able to effectively communicate both verbally and written
- Self-motivated and able to work independently
- Effective and efficient time management
- Able to accept direction from Farmers' Market subcommittee

June 2016