Wisconsin Dells BID Committee - Meeting Agenda

Wednesday, August 5, 2015 at 8:30AM

Wisconsin Dells Municipal Building - Council Chambers

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1. Call to Order	
2. Approval of the July 22, 2015 Meeting Minutes (attached)	
3. Recommendations for Parking Board	All
4. July 4th Fireworks Show Evaluation	Jesse DeFosse
5. 2016 Taste of the Dells Update	Mark Sweet
6. Discussion of 2016 BID Priorities	All
7. Next Step Budget Planning	All
8. Chair Items & Discussion	Kelli Trumble
9. Items for Next Meeting	All
10. Adjournment	

<u>Upcoming meetings:</u>

- Parking Board – Monday, August 10th at 6:00pm.
- BID - Wednesday, August 19, 2015 - 8:30 - 10a.m.
- BID – Wednesday, September 2, 2015 8:30 – 10a.m.
- 2016 Budget due by Friday, September 11th

Kelli Trumble, Chairperson Posted & Distributed: 07/31/2015

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
July 22,2015

Attending: Kelli Trumble; chairwoman
Jesse DeFosse; BID
Justin Draper; BID
Kyler Royston; BID
Mark Sweet; BID
Chris Tollaksen; Public Works
Karen Terry; City Treasurer
Ed Legge; Dells Events
Phil Helley
Dan Collar
Jim Decker
Ed Fox
Keith Koeler
Nick Laskaris
Adam Makowski

Meeting called to order by Chairwoman Kelli Trumble.
Motion made by Justin Draper to approve the July 8 minutes. Second by Jesse DeFosse. Approved.

2015 BUDGET UPDATE / 2016 BUDGET TIMELINE:
Karen Terry reviewed the year to date BID budget through June 30. The Maintenance/Repair line on the expense side reflects the purchase of the temporary planters on Oak Street. Jesse DeFosse inquired as to when we might receive projections from property assessments needed to plan the 2016 budget. Karen hopes to see some indications by mid August.
The 2016 approved BID budget needs to be submitted by September 11. Finance Committee deliberations should occur in October with Council hearings in mid November.
Kelli reviewed the following initiatives BID has previously discussed and implored members to carefully consider funding priorities on the following items:

1. Continued implementation of the Roger Brooks Downtown Revitilization plan.
2. Establishment of a central resource website to provide information and resources to assist both new and existing businesses conduct their operations.
3. Marketing initiatives.
4. Completion of the River Walk to include attention given to telling the story of the Dells area and the river. This might include plaques at the overlook points among other ideas suggested.
5. The OPEN flag program to promote shoulder season business.
6. Improvements to July 4th celebration.
7. Future of Downtown festivals and special events.
8. Development of a Farmers Market.
9. Creation of paid summer internship.

Justin added that cleanliness and maintenance downtown should also be considered as a funding priority. Though businesses are required to keep their sidewalks clean, public areas such as garbage cans are not currently addressed.

RIVER WALK UPDATE:
There is no news to report on negotiating a lower engineering fee and word has yet to be received from the DOT on the final plans which were submitted. Karen and

Chris Tollaksen both said that decisions need to be made soon as to how to finance the projected budget shortfall due to the increased engineering fees estimated to be $144.000. That decision will still make a fall construction start possible though not by any means certain.

PARKING BOARD REPORT:

Ed Fox reviewed reaction to the BID parking recommendation at last week's meeting of the Parking Board. Police Chief Jody Ward looked into the costs of changing the parking meters to reflect higher proposed rates and felt that a 25% rate increase would not cover those costs. In response, Mayor Landers proposed a doubling of the current rates to $1 an hour. Ed said that though he understood the reasoning for that rate, it would be considered in a bad way by local citizens and summer employees.

Comments follow:

Justin Draper felt that the key elements of any plan needs to be very clear in three aspects: when will free parking season begin and end; what are the hours of meter enforcement and proper signage to simply,concisely convey this information to the public.

Keith Koehler: A suggestion has been made to use the City lot next to the City building for permanent employee parking. This would then force visitors for events at JAG to use other city lots in different parts of downtown.

Jesse DeFosse: The $5 all day pass for parking should be maintained.

Nick Laskaris: Consideration should be given to the idea of a seasonal parking pass / sticker.

Mark Sweet: Is doubling the meter rate going to cause "sticker shock" and cause our summer visitors to shorten their time spent downtown.

Kyler Royston: $1 an hour is still a very reasonable rate and should not cause "sticker shock".

Jesse DeFosse (and others): The parking issue has been kicked around for years with no resolution. We need to act and not continue to let the matter drag on.

Kelli Trumble: It would be good to have input from the entire BID Committee. BID will be meeting again prior to the next Parking Board meeting,therefore action can still be taken by BID at the next meeting.

Keith Koehler: BID should again recommend that surpluses from any increase in meter rates be designated for a Parking Board Utility and not become part of the city's general reserves. Therefore, the Parking Utility will be able to reinvest in parking infrastructure.

Jesse DeFosse: The original goal a few years ago was to replace all meters with a kiosk/ credit card/ smart phone accessible parking system. Among other reasons, costs have prevented that to happen.

Nick Laskaris: The days of people digging for coins to plug a meter are over.

BAVARIAN VILLAGE RESTROOM AGREEMENT:

The agreement made by the City with Bud Gussel for maintenance of the public restroom facilities located in the Bavarian Village expired September 30,2013. Quarterly payments of $2286 have continued to be made since the contract expired.

Justin thought the possibility exists to add other restroom facilities as aspects of the Revitilization plan takes shape. Kelli recommended that because of the plan BID should keep options open and not enter into a long term contract.
Justin made a motion that BID approve a one year contract with Bud Gussel to continue maintenance of the Bavarian Village restroom facilities at the existing quarterly rate of $2286. Second by Jesse DeFosse. Approved.

CHAIR UPDATES:

A. Chairwoman Kelli Trumble provided an update on work being done by Zebra Dog Dynamic Environment Design . Though the design plans are still at an early development stage, several steps were of note. After deliberate consideration, the Zebra Dog staff is in agreement with the Brooks plan that the Dells River Arts District be adopted as both the name and the brand promise of the revitalization effort. Zebra Dog's work will be geared to help deliver on that brand promise. Justin felt that Zebra Dog plans to incorporate the Wisconsin River and the history of the Dells area as important features of their plans. Jesse felt that having two independent teams come to a similar conclusion should be taken as a sign that these plans are on the right course.

B. Keith and Mark spoke about meetings held to try to reassess the future of the Dells Wine Walk. Due to enforcement of current statutes by the State of Wisconsin, at present wine would only be permitted to be served at licensed establishments and not at most retail establishments. This enforcement would greatly change the course of the event and it was felt be a deterrent to ticket holders spending any time at the retail stores. It was felt the best course of action was to encourage passage of legislation proposed by Sen. Howard Marklein to permit Wine Walks with wine being served in retail establishments. Negotiations with the Tavern League of Wisconsin currently are at a stand still, but it is hoped that some type of bill will be passed in the Legislature this fall. Mark also noted that Jenifer Dobbs from the Visitors Bureau has participated in these meetings. If the enforcement problem is resolved, with the Bureau's help plans have been discussed to extend Wine activities into a second day which would encourage overnight stays.

Jesse reported that the City Council is taking action to prevent the establishment of Pedal Pub operations in Wisconsin Dells. Pedal Pubs are mobile party centers which serve beer and/or alcoholic beverages.
Keith said he has heard some comments about usage of the new Dells Trolley service in ways perhaps not intended when presented before BID. Keith was encouraged to contact Jeremy Ringdahl directly with his concerns.

NEXT MEETING:

Agenda items at the August 5 meeting to include Parking, Job description for internship position, Update on 4th of July Celebration, Update on Taste of Wisconsin Dells.

Motion to adjourn made by Justin. Seconded by Kyler. Approved.