



## Wisconsin Dells BID Committee - Meeting Agenda

Wednesday, August 17, 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 August 3, 2016 Meeting Minutes (attachment)              |                                |
| 3. Discussion/Decision on BID Assessment Guidelines (attachment)            | Treasurer Karen Terry          |
| 4. Parking Ticket System Presentation                                       | Police Chief/or Representative |
| 5. Discussion/Decision on Parking Subcommittee Recommendations              | Jesse DeFosse                  |
| 6. Discussion on Ordinance Enforcement for Downtown Businesses              | Police Chief/or Representative |
| 7. 200 Block Café Zones – Construction Update                               | Chris Tollaksen                |
| 8. RiverWalk Expansion Update   | Chris Tollaksen                |
| 9. Discussion/Decision October 1 <sup>st</sup> RiverWalk Event (attachment) | B. Frederiksen/J. Dobbs        |
| 10. Items for next agenda   | All                            |
| 11. Adjournment   |                                |

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

### Upcoming BID Meetings:

- Wednesday, August 31, 2016 at 8:30am
- Wednesday, September 14, 2016 at 8:30am (2017 Budget Approval Required)

Kelli Trumble, Chairperson

Posted & Distributed: 08/12/2016

BID Committee  
August 3, 2016

ITEM 2

Attending: Kelli Trumble; chairwoman  
Jesse DeFosse; BID  
Justin Draper; BID  
Kevin Ricks; BID  
Dan Gavinski; BID  
Mark Sweet; BID

Mayor Brian Landers  
Jim Decker  
Brian Holzem  
Becca Fredricksen; BID intern  
Ed Legge; Dells Events

Meeting called to order by Chairwoman Kelli Trumble.

Motion made by Jesse DeFosse to approve the July 20 minutes. Second by Justin Draper. Approved.

**200 BLOCK CAFE ZONE UPDATE:**

Mayor Landers reported that the City Council has approved a bid for construction of the sidewalk cafe zones. The schedule will be to do construction of the two cafe zones on the 200 Broadway block this fall with the 500 Broadway block to be done in the spring. The bid includes removal of the red brick on those blocks and the paved replacement will provide a seamless look with the cafe areas. The city has purchased a new reader board which can be put into service if the construction appears to be disruptive to business and traffic. The new Dells River Arts District website should be operational as this project commences and could be utilized as a communication tool with the public.

**RIVER WALK VIGNETTES UNVEILING:**

Becca Fredricksen is working with Jenifer Dobbs at the Visitor Bureau to formulate plans for an unveiling ceremony/ event on Saturday, October 1st. Entertainment has been secured. Food options are being considered. Because the Kilbourn City Live music festival will be taking place at this time, it was suggested activities and food be scaled accordingly. The location of entertainment might also need to be more distant from the festival. Becca is seeking ideas for naming both the event and the ten vignettes as an identifiable entity.

Kelli has discussed with Bill Brown's daughter the committee's desire to honor his memory and service as BID chairperson. Committee members were asked to provide ideas with the area past the Illinois Avenue bridge being considered as a possible location to honor Bill. Goal would be to also make this part of the October 1st event.

**FARMERS MARKET UPDATE:**

Goal for the initial Farmers Market on September 11th from 9AM -1PM is to find at least ten quality vendors. Recruitment of vendors has already been taking place. Entertainment has been secured for the event. A Facebook page has been created for the event. The Bank of Wisconsin Dells is providing a \$1000 sponsorship for the kick off Farmers Market which should cover promotional costs.

**OUR TOWNS GRANT PROGRAM:**

Becca researched this grant program which comes through the National Endowment of the Arts. Grants range from \$25,000- \$250,000. The applicant must be able to match the grant money if it is awarded. The grant money may only be used for the artist. Also strongly encouraged to secure grant approval is to partner with a non profit organization in the presentation of the project.

The deadline to apply for 2017 projects is September 12,2016 with work to commence after August 1, 2017. The Mayor felt the range of possible projects which could fall under this grant program is wide-spread, including design work for a way finding system. Dan Gavinski suggested to budget for a good grant writer.

**ARTS IN THE COMMUNITY AWARD APPLICATION:**

Kelli asked for committee approval to apply for this award from Arts Wisconsin. Committee approval by consensus was given.

**2017-2018 REVITALIZATION PROJECT PRIORITIES:**

Following discussions held with Zebra Dog staff and MSA, the Mayor listed the following projects for committee consideration, beginning in 2017.

1. Westside Gateway entrance into downtown, pending discussions with Canadian Pacific Railroad.

2. **Enhanced entrance to the River Walk.**
3. **Large murals at locations to be determined.**
4. **Coordination of downtown entertainment through an Arts and Entertainment committee. Entertainment can include securing more events with sponsors at Duchess Plaza and other locales.**
5. **Consideration of look and location for a permanent public plaza.**

**Mark Sweet asked that the downtown retail mix also be considered a project, though beyond the scope of just a physical structure. Mayor Landers said that any funding required to address the retail mix would come from the City ,not the BID budget. He also suggested that a city business license be developed and approved by the City Council with expectations and standards a business needs to meet to be considered in good standing. The license would be a way the city could effectively address cleanliness and signage issues at specific locations. The BID Committee will discuss further and send its recommendations to Mayor Landers and the appropriate committees and City Council.**

**PARKING SUBCOMMITTEE UPDATE:**

**The committee is reviewing current data from the parking meters,so it has a better handle on increased revenues stemming from the parking fee increases this year. The subcommittee is preparing recommendations for BID to present to the Parking Board for improved signage for off- season parking,and would like to demonstrate how the signs would be paid for.**

**AGENDA - AUGUST 17 MEETING:**

**Jesse asked that a member from the Parking Board explain the new ticketing and kiosk system. Jesse noted that traffic meter officers have been issuing warning tickets to businesses who are negligent in keeping their sidewalks clean. He felt a BID discussion on what steps should be taken to support this program.**

**2017 Budget discussions.**

**Updates on items from today's agenda.**

**Justin Draper moved for adjournment. Second by Kevin Ricks. Approved.**

## **Guidelines for BID Assessments**

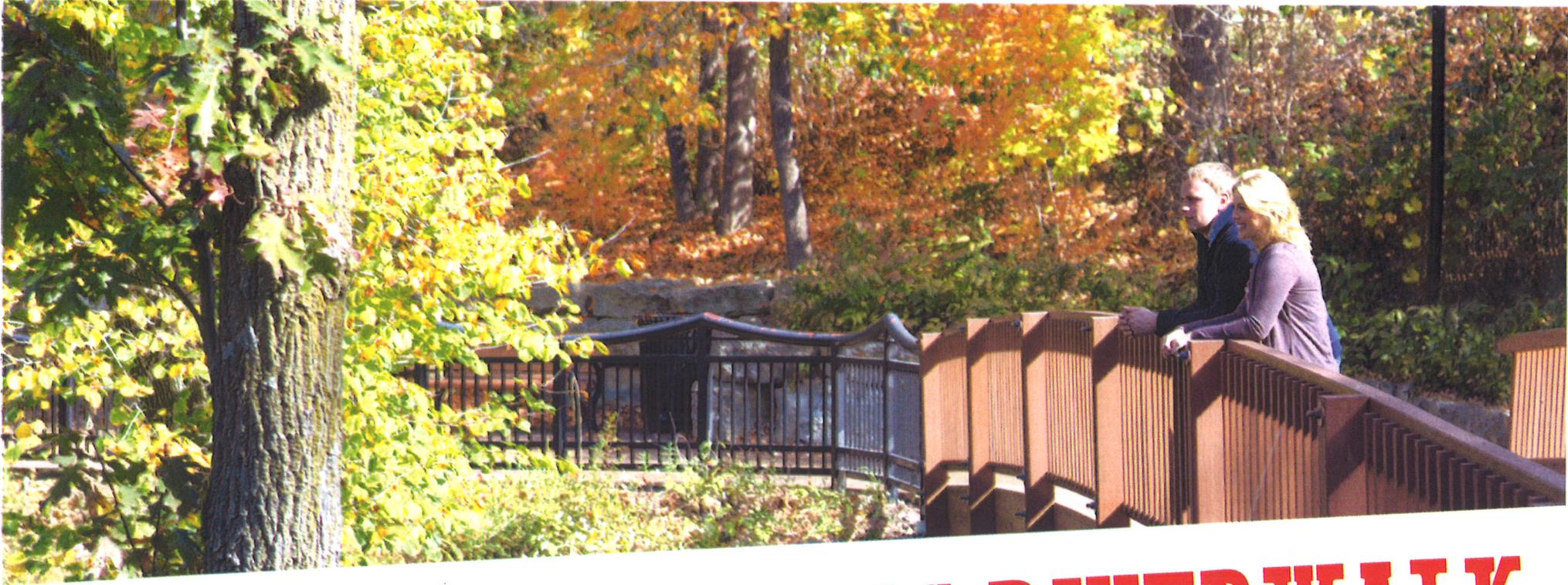
ITEM 3

### **Include**

Commercial Business  
Commercial Parking Lots  
Manufacturing with Retail  
Hotel/Motels - Overnight Rentals  
Storage Unit Facilities  
Taxi/Transportation Services  
Campgrounds and Lands  
Residential Property used for a Commercial Purpose  
Vacant Land used for Commercial Purpose - Example: Golf Course

### **Not Included**

Skilled Labor Business - Examples: Electricians, Plumbers  
Manufacturing without Retail  
Housing - Apartments  
Housing - Mobile Homes  
Housing - Retirement Homes  
Housing - Student/Workforce Housing



*Greetings  
from the*

# **SCENIC DELLS RIVERWALK**



Join Us for the  
**Dells Riverwalk Stroll**

Saturday, October 1 at 1:00 pm

Festivities begin at start of the Riverwalk  
(overlook at Upper Dells Boat Dock)

Discover the stories of real people, places  
and moments in time only to be told  
in downtown Dells.

A celebration of culture and history showcased  
in artful storytelling vignettes.

Remarks and a toast.  
Stroll and a tribute.

*The Business Improvement District Committee  
of the City of Wisconsin Dells*