



## Wisconsin Dells BID Committee - Meeting Agenda

Wednesday, September 16, 2015 at 8:30AM

Wisconsin Dells Municipal Building - Council Chambers

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1. Call to Order
2. Approval of the September 2, 2015 Meeting Minutes (attachment)
3. Update on ZEBRADOG Phase II Planning Kelli Trumble & Dan Gavinski
4. 2015 Winter Décor in Select Planter Areas Kelli Trumble/All
5. 2016 BID Budget Budget Subcommittee/All
6. Chair Items & Discussion Kelli Trumble/All
7. Items for Next Meeting All
8. Adjournment

### Upcoming meetings/action:

- Joint Common Council & BID Meeting Monday, September 21, 2015 at 7:00p.m. (Spring Hill School?)
- BID Meeting – Wednesday, September 30, 2015 8:30am – 10am
- BID Meeting \_ Wednesday, October 14, 2015 8:30am – 10am

Kelli Trumble, Chairperson

Posted & Distributed: 09/11/2015

**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  
September 2, 2015**

<b>Attending: Kelli Trumble; chairwoman</b>	<b>Robbie Hale</b>
<b>Jesse DeFosse; BID</b>	<b>Jasper Kooij</b>
<b>Justin Draper; BID</b>	<b>Phil Helley</b>
<b>Dan Gavinski; BID</b>	<b>Dan Marsich</b>
<b>Kyler Royston; BID</b>	<b>Jim Decker</b>
<b>Mark Sweet; BID</b>	<b>Brian Holzem</b>
<b>Chris Tollaksen; Public Works</b>	<b>Lisa Beck; WDVCB</b>
<b>Karen Terry; City Treasurer</b>	<b>Ed Legge; Dells Events</b>

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

**Motion made by Jesse DeFosse to approve the August 19 minutes. Second by Justin Draper. Approved.**

**2016 BUDGET:**

**Revisions made to the proposed 2016 BID Budget request were reviewed. The total operating revenue would be \$319,544. When the BID boundaries were extended in 2010, the assessment rates were reduced for one year. Newly added parcels were assessed at 70% of the current rate and existing parcels were assessed at 90% of the current rate. Those rates, though subject to review since 2011, have been unchanged. The 2016 Operating Budget proposal, if approved, would eliminate the discounted rates. Proposed BID property assessments for 2016 would be \$291,304.**

**Proposed revision made on the Operating Expenses in the budget is for Phase 2 River Arts District at \$64,593 which would be for schematic design and development work. ZebraDog will be working on giving a more specific breakdown of costs for this phase for BID to consider this fall.**

**The revised budget document also provided a breakdown on plantings for Oak Street as well as the remainder of the downtown. Current advertising initiatives with Ad Lit were also broken down with numbers proposed for 2016 expenditures.**

**Dan Gavinski made a motion that BID recommends to the Finance Committee that the BID property assessments of \$291,304 for 2016 be approved. Second by Justin Draper. Approved unanimously.**

**Jesse recommended the addition of Autumn decorations on Oak Street this fall if possible. Question raised about what would happen to the temporary planters this winter as they serve as a buffer for parking spaces. Full Bloom and possibly other vendors will be contacted to get prices on garlands for winter decorations as well as removal and storage of the temporary planters.**

**Jesse DeFosse made a motion to approve the expenditure of \$1512 with Country Bumpkin for Autumn street decorations on Oak Street. Funding would come out of**

**the 2015 BID Operating Budget. Second by Kyler Royston. Motion approved unanimously.**

**Dan Marsich reviewed the advertising and marketing initiatives Ad-Lit has been designing and administering for the BID District. These include the DowntownDells website, mobile website, the Hotel/Campground Front Desk Check -In packet and the Travel Guide.**

**Justin Draper made a motion to approve the commitment of \$11,500 for the Travel Guide advertising and \$2500 for the Hotel/Campground Check-In packet for 2016. Second by Dan Gavinski. Motion approved unanimously.**

**Further discussion will need to take place about the design and content of the website to reflect the changes occurring with the River Arts District revitalization.**

**Primary agenda items for the September 16 meeting will include completion of work on the 2016 Budget proposal, ZebraDog Phase 2 planning, Winter decor in select planter areas and objectives and goals for BID website.**

**Motion to adjourn made by Justin. Second by Kyler. Approved unanimously.**