



Wisconsin Dells BID Committee - Meeting Agenda

Wednesday, October 14, 2015 at 8:30AM

Wisconsin Dells Municipal Building - Council Chambers

1. Call to Order
2. Approval of the September 16 and 21, 2015 Meeting Minutes (attached)
3. Update on Free Parking Signage Chief Jody Ward
4. Update on October 13, 2015 Finance Committee Meeting Kelli Trumble
5. Dells River Arts District – Zebra Dog Contract Work All
6. Design Review Committee Update Dan Gavinski
7. 2015 Winter Décor in Select Planter Areas Maria Rosholt
8. Dells Craft Beer Walk & Autumn Harvest Fest Jesse DeFosse
9. Wine Walk 2016 Mark Sweet
10. Chair Items & Discussion Kelli Trumble
11. Items for Next Meeting All
12. Adjournment

Upcoming Meetings:

- BID Meeting _ Wednesday, October 28, 2015 8:30am – 10am
- BID Meeting – Wednesday, November 11, 2015 (Veteran’s Day – City Hall is closed)

Kelli Trumble, Chairperson

Posted & Distributed: 10/10/2015

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 16, 2015**

**Attending: Kelli Trumble; chairwoman
Justin Draper; BID
Jesse DeFosse; BID
Dan Gavinski; BID
Kyler Royston; BID**

**Phil Helley
Robbie Hale
Adam Makowski
Brian Holzem
Ed Legge; Dells**

Events

**Mark Sweet; BID
Chris Tollaksen; Public Works**

**Meeting called to order by Chairwoman, Kelli Trumble.
Motion made by Justin Draper to approve the September 2 minutes.
Second by Kyler Royston. Approved.**

ZEBRADOG PHASE 2 UPDATE:

The plan forwarded by ZebraDog for the River Arts District downtown revitalization will be shared with the public at a joint Common Council / BID meeting to be held at the WDHS gymnasium on Monday, September 21. Pending direction from the Common Council, movement on Phase 2 will commence. ZebraDog has made recommendations in regards to the execution of the next phases. It is expected that the new Design Review Committee will cover areas such as architecture, zoning and signs. Part of the work BID will probably cover will be the River Walk and the opportunity to creatively tell the story of the river and its part in the history of Wisconsin Dells. Once Common Council direction is given, it is expected all City committees will work together to determine areas of responsibility within the overall plan.

The financial impact for the 2016 BID budget should become clearer as BID areas of responsibility in the plan are clarified. There are unused allocated funds in the 2015 budget (Economic Development line ..\$36,925) and the proposed 2016 budget (River Arts District..Phase 2 line— \$63,033). In addition, reserve funds could be considered for use, if found necessary.

2016 BID BUDGET:

One change in the proposed budget since the last meeting, was the addition of \$1560 expense for 24 Winter plantings. The number and precise locations of these plantings have not been finalized. Cost would be \$65 each. A final recommendation will be made at the next meeting to include in the 2016 budget. To help offset this new expense, the line on Perennial Flowers was removed from the budget.

UPDATES:

Chris Tollaksen reported that DOT is gathering more information on an area at the River Road bridge. Though, there is still some hope the project can be put out for bids this fall, it is now clear that there will be no construction taking place this fall.

NEXT MEETING AGENDA:

- 1. Final action on the 2016 BID budget.**
- 2. Plan for Winter plantings**
- 3. Continue looking at BID role in Phase 2 of the ZebraDog plan.**

**Motion to adjourn made by Justin Draper. Second by Jesse DeFosse..
Approved.**

**BID Committee
Special Meeting**

September 21, 2015

Attending: Kelli Trumble; Chairwoman

Dan Gavinski; BID

Justin Draper; BID

Kyler Royston; BID

Mark Sweet; BID

Aldersperson Jesse DeFosse; BID

Mayor Brian Landers

Aldersperson Brian Holzem

Aldersperson Dar Mor

Aldersperson Ed Voinich

Aldersperson Mike Freel

Aldersperson Ed Fox

Joint meeting of Wisconsin Dells Common Council and Wisconsin Dells BID Committee. Council meeting called to order by Mayor Landers. BID meeting called to order by Chairwoman Trumble.

A presentation was made by the staff of Zebra Dog which provided a comprehensive overview of the downtown revitalization plan. The presentation focused on the branding theme of the Wisconsin Dells River Arts District which would become the central focus of the proposed redevelopment projects which would take place over the coming years. Major purpose of the River Arts District is to make the downtown a stand alone destination for everyone with a goal to increase visitor spending by 30% particularly during the "shoulder season" months. The presentation emphasized embracing what is already special about this area in particular the river and the Dells' history. Emphasizing the cultural arts can help tell that story in a creative and entertaining manner. Physical areas covered in the presentation included the railroad bridge, The River Walk, Broadway storefront facades, street side cafe spots, and an effective way finding program.

Public comments from the audience showed positive support for the presentation. Suggestions included incorporating Stand Rock into the proposed logo, utilizing resources within the HoChunk Native community, and emphasizing that individual businesses need to take ownership of the theme and make improvements where needed.

In response to a question from the audience, Mayor Landers noted that funding for the projects will come from a variety of room tax increases, development grant programs, possible private development financing sources. He does not see property taxes being used for these projects.

Dan Gavinski made a motion to approve the concept of ZebraDog's presentation and to urge the City Council to also approve the concept of the Wisconsin Dells River Arts District and to provide the leadership and funding needed to move these concepts forward. Second by Jesse DeFosse. Approved unanimously.

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