



Wisconsin Dells BID Committee - Meeting Agenda

Wednesday, November 9, 2016 at 8:30AM

Wisconsin Dells Municipal Building Council Chambers – 300 La Crosse Street – Wisconsin Dells

1. Call to Order
2. Approval of the October 26, 2016 Meeting Minutes (attached)
3. Discussion/Recommendations on draft Business Registry Ordinance (attached) Jesse DeFosse
4. Discussion/Decision on Proposed 2017 Print Creative (attached) All
5. Wine Walk 2017 Plans Mark Sweet
6. RiverWalk Expansion Completion Update Chris Tollaksen
7. Café Zone Construction Update Chris Tollaksen
8. Shop Local & Open Flags Planning All
9. Items for next agenda All
10. Adjournment

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

Upcoming BID Meetings:

- Wednesday, December 7, 2016 at 8:30am
- Wednesday, December 21, 2016 at 8:30am

Kelli Trumble, Chairperson

Posted & Distributed: 11/04/2016

**BID Committee
October 26, 2016**

**Attending: Kelli Trumble; chairwoman
Jesse DeFosse; BID
Justin Draper; BID
Mark Sweet; BID**

**Jenifer Dobbs; WDVCB
Chris Tollaksen; Public Works
Brian Holzem
Jim Decker**

Meeting called to order by Chairwoman Kelli Trumble.

Motion to approve October 12 minutes made by Justin Draper. Second by Jesse DeFosse. Approved.

DELLS ON TAP / HARVEST FEST RECAP:

Jenifer Dobbs reviewed the fall festival, October 14-16. Tickets sales for the Friday Pub Crawl were in excess of 200 more sold than 2015. Dells on Tap on Saturday sold out at over 2600 tickets with a record 63 microbreweries participating. Over 70 vendors participated in the Harvest Fest Craft Show with very good reports on sales. Space for the event is becoming an issue. There have been preliminary discussions about holding the activities over two weekends. There are feelings that Harvest Fest and Dells on Tap draw entirely different clientele. Another suggestion made was to look at locating some of the Harvest Fest activities at Duchess Plaza.

TASTE OF THE DELLS:

Mark Sweet updated the committee that the Visitors Bureau Festival Board has chosen not to take over management of the festival in 2017. It is also expected that Bank of Wisconsin Dells will not be the title sponsor in 2017. At present, the only source for funding Taste of the Dells would come from the Downtown Dells Committee which has managed the event since its inception. At best that source would be a short term answer. Discussion focused on how Taste could be upgraded as a special event, whether restaurants want to participate and the possibility of changing dates. Location problems were also noted due to restrictions on Oak Street. The Taste committee will meet and discuss the issues and propose a course of action.

DOWNTOWN FARMERS MARKET:

The subcommittee has met and determined several tasks. Those tasks include identifying two potential locations, determining frequency and length of selling season, and type of vendors / overall direction the market should follow. Once those decisions are made a budget can be developed and sponsorships solicited. If the subcommittee determines the Farmers Market should operate as a regular event, legislation would need to be drafted to revise current city ordinances. BID Committee will be updated as warranted.

PARKING SUBCOMMITTEE:

Feedback about the signs placed on the parking meters October 1st has been positive.

RIVER WALK EXPANSION UPDATE:

Chris Tollaksen reported that weather permitting concrete paving will happen very soon. Only items to probably be carried over to the spring will be antique painting of the wall on the Illinois Avenue bridge and some welding on the railing. Kelli said that the panels on the new vignettes should be back in place possibly as early as the upcoming week-

end following finishing details applied to them.

MAYOR'S 2017 BUDGET PROPOSALS:

A proposed draft of an ordinance establishing the creation of the River Arts District Committee was examined. The following recommendations were proposed:

a) elimination of the sentence "two of the public residents may be non-residents of the city" in Section III.

b) changing the term "entertainment coordinator of WDVCB" and replacing it with "Festivals Manager of Wisconsin Dells Festivals, Inc."

Questions were raised about Point 3(d) managing the River Arts District trademark and trade name. Consensus was that BID should maintain its management role and not have that assigned to a new committee. It was also felt the funding sources and budget for the new committee require more definition.

Discussion on the Mayor's business registration proposal was tabled until the next meeting so committee members can review the draft of the proposed ordinance. Kelli also recommended that the Mayor's proposal about hiring a business consultant be placed on the next agenda for discussion.

PRINT MARKETING DIRECTION:

Zebra Dog (ZD) has been approached to develop, design and manage the layout and editing of two full page ads which will feature the River Walk vignettes. Ad copy must be submitted by December 1. ZD would also update the Dells River Arts District brand guidelines. Total cost would be \$4350, which does not include printing.

This proposal is not funded in the 2016 budget. The City has indicated that BID is to be reimbursed \$5300 from grant money for revitalization projects. Those funds could cover the proposed contract with ZD.

Jesse DeFosse moved to approve the proposed contract with Zebra Dog and forward to City Council for action. Second by Justin Draper. Approved unanimously. It was recommended that the final copy be used over at least a two year period.

SIDEWALK CAFE ZONES UPDATE:

The construction work scheduled for fall is nearing completion. The seat caps may not be installed until spring due to late season arrival. Remainder of the project will be completed in the spring.

AGENDA: NOVEMBER 9 MEETING.

Items on the agenda will include recommendations on the Mayor's Budget proposals, Wine Walk report, Shop Local program discussion.

Justin Draper moved to adjourn. Second by Jesse DeFosse. Approved.

City of Wisconsin Dells

ORDINANCE NO. _____

The City of Wisconsin Dells, Adams, Columbia, Juneau and Sauk Counties, Wisconsin, does hereby ordain as follows:

SECTION I: PURPOSE

See "Purpose clause" of ordinance in the text below.

SECTION II: PROVISION CREATED

Wisconsin Dells Code Sec. 16.29 is amended.

SECTION III: PROVISION AS CREATED:

16.29 BUSINESS REGISTRATION

- (1) Purpose/Intent. The purpose and intent of the city business registry is to collect information and data for statistical and policy development purposes and to provide for the necessary regulation of lawful businesses conducted in the city in order to protect public health, safety and welfare.
- (2) Definitions.
 - (a) "Business" means and includes commercial, industrial and professional trades, vocations, enterprises, establishments, occupations, including home occupations, and all and every kind of calling, any of which are conducted, transacted or carried on for the purpose of earning in whole or in part a profit or livelihood, whether or not a profit or livelihood is actually earned and whether paid in money or goods, labor or otherwise.
 - (b) "Person" means all domestic and foreign corporations, associations, syndicates, partnerships of every kind, joint ventures, societies and individuals transacting and carrying on any business in the city.

(3) Registration/Exemptions.

- (a) Any person operating or carrying on a business as defined above shall complete and file with the City Clerk a Business Registration Form.
- (b) The following business activities shall be exempt from registration:
 - 1. Religious educational and charitable organizations specifically exempt from taxation under the federal income tax code; and
 - 2. Fairs, festivals and public entertainment events sponsored by non-profit or government operations.

(4) Registration Fee.

Fees for business registration shall be established by Common Council Resolution and listed in the city fee schedule. Fees shall be revenue neutral and not exceed the reasonable costs of collection and administration. This is not a business tax.

(5) Registration Term.

- (a) The annual business registration term shall be April 1 through March 31.
- (b) Prorated fees shall be paid by new or transferred businesses.

(6) Registration Information Collected.

The registration form or renewal, shall contain such information as the City deems appropriate to determine the ownership location activities and management of the business including, without limitation, the following:

- 1. Business name and address
- 2. Business owner and address
- 3. Property/location owner and address
- 4. Hours of operation
- 5. Number of employees (full-time and part-time)
- 6. Description of products/services

7. SIC Code
8. Emergency contact information
9. Hazardous chemicals/substances disclosure
10. Premier Resort tax status.

SECTION IV: VALIDITY

Should any section, clause or provision of the ordinance be declared by the courts to be invalid, the same shall not affect the validity of the ordinance as a whole or any part thereof, other than the part so declared to be invalid.

SECTION V: CONFLICTING PROVISIONS REPEALED

All ordinances in conflict with any provisions of this ordinance are hereby repealed.

SECTION VI: EFFECTIVE DATE

This ordinance shall be in force from and after its introduction and publication and as provided by statute.

SECTION VII: PART OF CODE

This ordinance becomes a part of Wisconsin Dells Code, Chapter 16.

Brian L. Landers, Mayor

Nancy R. Holzem, Clerk

INTRODUCED: _____
PUBLISHED: _____
PASSED: _____

Hi Kelli,

ITEM 4

Great, we'll keep our eyes open for the copy and we'll plan to use the map more prominently for the next iteration. When do you think you might have copy ready for us? Once we receive the copy, we'll update and share the revised design for your final approval.

We used the power dam image because we liked the composition and felt it had good contrast. We did enhance the vignette image using the art files we have to give it more clarity and brighter colors than the photo was able to show on its own. If you'd prefer to feature a different vignette, no worries. Please send us the photo you'd prefer we use and we can try that.

I believe you have your meeting sometime soon so I'd recommend presenting this version, unless it's later next week?

Thanks,
Holly

On Fri, Nov 4, 2016 at 7:48 AM, Kelli Trumble <ktrumble@dellscitygov.com> wrote:
Good morning Caroline!

Please see responses in blue below. Shall I present this; provide the copy and see one more draft?

Thank you! Very nice.
Kelli

Kelli A. Trumble
Chairperson
Business Improvement District
City of Wisconsin Dells

From: Caroline Altfeather [caroline@zebradog.com]
Sent: Thursday, November 03, 2016 11:30 AM
To: Kelli Trumble
Cc: Holly Burns
Subject: Re: Scope of Services Print Marketing BID Committee

Hi Kelli,

Below are the initial comps for the two ads. Several items to keep in mind when reviewing them:

1. Pink lines denote the visible space in the ad
2. Copy is shown as Latin and is a placeholder. Will will not want that much copy in the final ad Agree
3. Do you want the map incorporated? Yes. We have it shown almost as a water mark in the background but it could be more prominent. Good idea.

Questions: We will provide the text and answer all of the questions - great thinking.

1. Should we be directing visitors to parking?
2. Should the visitor's bureau be listed with contact info?
3. What is the new name of the Riverwalk?

We would appreciate your feedback. Caroline, what was the thought behind featuring the power dam image?

Thanks, Caroline

COME VISIT THE DELLS RIVERWALK



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COME VISIT THE DELLS RIVERWALK



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