Wisconsin Dells BID Committee - Meeting Agenda

Wednesday, November 11, 2015 at 8:30AM

Wisconsin Dells Municipal Building - Council Chambers

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1. Call to Order
2. Approval of the October 28, 2015 Meeting Minutes (attached)
3. Discussion & Decision - Downtown Website
   Romy Snyder, Executive Director, WDVCB and Sarah Hudzinski, Director of Marketing & Communications, WDVCB
4. Discussion - Dells River Arts District Brand Guidelines — Kelli Trumble
5. Discussion – Busker Program Guidelines — Jennifer Dobbs, WDVCB
6. Discussion – MSA 2016 RiverWalk Projects — All
7. Discussion – Kickstarter Funding — Kyler Royston
8. Design Review Committee Update — Dan Gavinski
9. Open Flags & Shop Local Tees Available for Pickup — All
10. Items for Next Meeting — All
11. Adjournment

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

<u>Upcoming Meetings:</u>

- BID Meeting – Wednesday, November 18, 2015 at 8:30am
- BID Meeting – Wednesday, December 9, 2015 at 8:30am (Guest Melanie Tallmadge Sainz, LEAF)

Kelli Trumble, Chairperson Posted & Distributed: 11/06/15

BID Committee
October 28, 2015

Attending: Kelli Trumble; chairwoman
Jesse DeFosse; BID
Kevin Ricks; BID
Justin Draper; BID
Kyler Royston; BID
Dan Gavinski; BID
Mark Sweet; BID
Chris Tollaksen; Public Works
Ed Fox
Karen Terry; City Treasurer
Jim Decker
Jenifer Dobbs; WDVCB
Lisa Beck; WDVCB
Brian Holzem
Adam Makowski
John Langhans; MSA
Ed Legge; Dells Events

Meeting called to order by Chairwoman Kelli Trumble. Justin Draper moved to approve October 14 minutes. Second by Kevin Ricks. Approved.

PARKING BOARD UPDATE: The Police Department has commenced affiixing labels on the parking meters which say "FREE PARKING TODAY". The stickers are a temporary solution and there may still be confusion as they only cover one side of the meter. Kyler Royston proposed making a high quality laminated sticker to be placed on the glass dome area of the meters. Kyler can produce the stickers with equipment he has. Kyler and Ed will work together on the wording and present it at the Parking Board meeting on November 10th.

BID FINANCIAL UPDATES: Karen Terry reported no significant changes on 2015 BID revenue and expenditures. The 2016 Budget request shows no changes to the bottom line of income and expenditures. The document has been modified to reflect the addition of a $5000 expense for legal fees relative to the work to be done for copyright of the Dells River Arts District name and logo. That expenditure will be offset with the movement of some River Walk maintenance items from the BID budget to the Parks and Recreation budget.

LEGAL FEES: A schedule of legal fees for work to be done by the City Attorney on behalf of BID for the Dells River Arts District was presented covering 2015 through 2018. Cost to the BID would be $5000 per year. Cost to the City Operating budget would be $5000 per year. Justin moved to approve the fee schedule for City Attorney fees as presented. Second by Dan Gavinski. Approved unanimously.

RIVER WALK VIGNETTES AND ENTRANCE: John Langhans from MSA reviewed in detail a contract proposal for work to be done on the River Walk. It would include the creation of ten storytelling vignette areas along the River Walk and work on the Broadway entrance to the Walk. The BID Committee would be responsible for acquisition and determination of copy and pictures to be used. MSA, as project manager, working in conjunction with Zebra Dog would be responsible for design, bidding process and overseeing construction of the vignette and entryway areas. Suitable, yet creative framing of the vignettes, lighting, landscaping, seating are

anticipated to be included as the project is designed. John recommended that the architecture features for the vignettes be standardized so they can be carried over throughout the project and foreseeing future additions. Total cost for this portion of the project is $77,335 which covers design work and bidding process. It does not include the actual construction work which would be bid out.
Discussion points on the contract proposal included urging MSA to look at use of low maintenance materials and use of graffiti resistant materials. Anticipating construction costs to exceed the amount allocated in the 2016 BID budget, various grant programs were suggested to finance the project. John indicated he plans to include this River Walk project as part of the WEDC Community Development grant to be applied for the overall Downtown Revitilization. It is possible up to $250,000 would be awarded if the application is approved. State historical grants and Public Arts grants are two other areas Kelli and John plan to investigate. Jesse DeFosse suggested that community fundraising might also be considered as a source since the project's scope and purpose is of great benefit to the entire community,not just the downtown business community.
Dan made a motion to approve the contract proposal with MSA as presented. Second by Jesse. Approved unanimously. The request will be forwarded to the City Council for action.

ZEBRA DOG UPDATE: Chris Moore from ZebraDog (ZD) responded to questions raised when the contract was approved at the October 14 meeting. BID will own the website when it is completed. The ZD staff will provide very soon more specific recommendations for consideration on usage of the logo, color palettes, and applications in various types of media. The City Council has already approved and executed the contract with ZD. Brian Holzem urged that a plan be in place to determine responsibility for maintenance and input of the temporary website ZD will design.

DESIGN REVIEW COMMITTEE UPDATE: Dan reported that progress is being made on development of a final document which would cover acceptable standards for any type of signage in the Dells River Arts District.

DELLS CRAFT BEER WALK / AUTUMN HARVEST FEST REPORT: The recent events were considered very successful on all levels, according to both Jenifer Dobbs and Jesse DeFosse. Bars and taverns a few years ago hardly recognized economic impact from the event are now reporting tremendous sales during that weekend.

WINE WALK UPDATE: Governor Walker has signed the legislation and plans are in motion for an April 29th Dells Wine Walk. Jenifer and Mark Sweet along with the Downtown Dells Committee. are working on wine -related events to take place on Saturday, April 30. Purpose of these events will be to generate additional overnight stays as part of a Wine Walk weekend.

NOVEMBER MEETINGS: The November 25th meeting was rescheduled for November 18th. The November 11th meeting will take place as scheduled.

Dan made a motion for BID to convene in closed session. Second by Kevin. Roll call was taken with all members present. Motion approved. Jesse made a motion to re-convene in open session. Second by Kyler. Roll call taken with all present except for Kevin Ricks. Kelli reported no action was taken in closed session.

Agenda for the November 11th meeting will include Busker program guidelines, MSA River Walk work, ZD Brand Guidelines usage, Shop Local program.

Dan moved to adjourn. Second by Jesse. Approved.