



Wisconsin Dells BID Committee - Meeting Agenda

Wednesday, December 9, 2015 at 8:30AM

Wisconsin Dells Municipal Building - Council Chambers

1. Call to Order
2. Approval of the November 18, 2015 Meeting Minutes (Attachment)
3. 2016 Print Ads Kevin Ricks
4. 2016 Street Entertainment Jesse and Kyler
5. Design Review Update Dan Gavinski
6. DRD Brand Guidelines Kelli Trumble
7. RiverWalk Heritage & Cultural Tourism Conversation M. Tallmadge-Sainz
8. 2016 Meeting Schedule (Handout)
9. Items for Next Agenda All
10. Adjournment

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

Upcoming Meetings:

- BID Meeting – THURSDAY, December 17, 2015 at 8:30am
- BID Meeting – Wednesday, January 6, 2016 at 8:30am

Kelli Trumble, Chairperson

Posted & Distributed: 12/04/2015

**BID Committee
November 18, 2015**

Attending: Kelli Trumble; chairwoman	Phil Helley
Justin Draper; BID	Robbie Hale
Kevin Ricks; BID	Jim Decker
Kyler Royston; BID	Brian Holzem
Dan Gavinski; BID	
Mark Sweet; BID	
Nancy Holzem; City Clerk	

Meeting called to order by Chairwoman Kelli Trumble.

Motion made by Kevin Ricks to approve November 11 minutes. Second by Kyler Royston. Approved.

2016 CREATIVE PRINT ADS: Layout and copy were presented by Kevin. Slight modifications were made to the copy. Kevin's team will forward to Ad-Lit by the deadline. The new web address for the downtown website will be featured. Recommended that creative work for 2017 publications begin earlier with River Arts District brand rollout expected.

UPDATE ON WEB MERGER: A letter was sent out to the business community announcing the partnership with the Visitors Bureau in managing the Downtown website. BID members will distribute postcards to businesses about the merger.

BUSKER/ ENTERTAINMENT SUB COMMITTEE: Jesse DeFosse and Kyler Royston will serve on the new committee along with Lt. Perry Mayer representing the Police Dept., Alison Schoebel and Jenifer Dobbs from the Visitors Bureau. Task will be to incorporate newly created Cafe zones, temporary plaza areas which the City Council has approved and Oak Street as part of an overall plan to include street performers as well as the current BID summer entertainment program.

BRAND USAGE AND GUIDELINES: Expectation is that Zebra Dog (ZD) should have their recommendations ready for one of the BID meetings in December.

RIVER WALK CONSTRUCTION: It is expected the bidding process will commence in December. It is still too early to pinpoint when Phase 3 construction will start in 2016. Locations of the River Walk vignettes ZD will be designing needs to take the 2016 construction calendar of Phase 3 extension into account.

KICKSTARTER FUNDING: Kickstarter is a community based program which helps start up projects with matching funds. Kyler believes it might be a good avenue to explore as one way to raise funds for the River Walk vignette construction. Kickstarter does not do partial funding, so the financial goal of the project would need to be totally met. Unknown is if Kickstarter sets deadlines for a fundraising campaign. According to John Langhans from MSA, participation in this type of

program would in no way jeopardize the WDEC grant MSA is submitting on behalf of the Downtown Revitalization plan. Kyler will gather more information for BID consideration.

NEXT MEETINGS: December 9 and December 17 are the meeting dates next month. Agenda for December 9 meeting will include update on the Busker/ Entertainment subcommittee and Melanie Tallmadge Sainz from LEAF. December 17 agenda will include River Arts District Brand Usage and Guidelines.

Justin Draper moved for adjournment. Second by Dan Gavinski. Approved.