

**BID Committee  
January 6, 2016**

**Attending: Kelli Trumble; chairwoman  
Kyler Royston; BID  
Kevin Ricks; BID  
Dan Gavinski; BID  
Mark Sweet; BID  
Karen Terry; City Treasurer  
Chris Tollaksen; Public Works  
Lisa Beck; WDVCB**

**Todd Helvensleben; Vierbecher  
Brian Holzem  
Jim Decker  
Eric Helland  
Robbie Hale  
Ed Legge; Dells Events**

**Meeting called to order by Chairwoman Kelli Trumble.  
Motion by Kyler Royston to approve the December 17 minutes. Second by Dan Gavinski. Approved.**

**2015 FINANCIAL REVIEW: Karen Terry summarized BID Revenue and Expense report as of the end of the calendar year. Balance showed a surplus of \$28,898 to date. Special note was made that there are not enough surplus funds as of now to cover the final years of the contract with Woodside Sports Complex and it is something BID should make plans to address. Any designation of 2015 surplus funds should be made by BID before the city books are audited at the end of January.**

**DOWNTOWN WEBSITE: The Visitors Bureau is managing the website effective January 1, 2016. There is a link to the website located on the City's website as well. Lisa Beck pointed out that on the website businesses are categorized either being located in the downtown itself or the surrounding area. Discussion indicated a certain discomfort with using the term "surrounding area" to describe the location of some businesses within the BID boundaries. It was suggested that any designation could be tied to the work being done by the Design Review Committee (DRC) and ZebraDog (ZD).**

**FESTIVALS UPDATE: The business registration for Wine Walk is proceeding at a good pace and it is expected to at least equal last year. WDVCB is completing logistics to handle ticket sales. Plans are mostly complete for the new Saturday Wine/Food Pairing event outside on Oak Street. Wine Walk tickets will go on sale to the public February 1st.**

**Mark Sweet reported that a committee comprised of restaurant owners has worked on significant changes to the Taste of the Dells this June. Changes include a new Friday evening Fish Boil, expansion of Saturday hours to 10PM, elimination of Sunday hours, and stronger definition of sample sizes. To help encourage more participation from restaurants, rental of a community kitchen, availability of ice truck and freezer/refrigerator truck will be made available. In addition central ticket booths will be established for the public and restaurants will not need to handle cash. Applications should be distributed in a few weeks and the committee will help solicit restaurants. Because drilling holes in the new pavement on Oak Street is not an option, it seems**

**the best alternative is to weight the tent with large concrete blocks. So far, concrete block rental has come in at \$1500 and much higher. Mark is awaiting another bid which may involve purchase of the concrete blocks. As some of the public plaza construction alternatives could provide a permanent solution to this problem, it was felt that rental would be a better alternative to outright purchase in the short term. Also suggested was to look again at using small individual tents for each restaurant rather than a large tent.**

**RIVER WALK UPDATE: Todd Helvensleben reported that the plans were resubmitted with the suggestions made by BID at the December 17 meeting. With final approval as early as next week, the plans would go for final federal agency approval. Bidding could then begin in early February. It is expected the bids could come in over budget by at least \$15,000 because of the removal of limestone rocks under the River Road bridge and construction of the retaining wall. Any budget short fall would need to be a topic for action to keep the process on schedule.**

**DESIGN REVIEW COMMITTEE: DRC will meet after the conclusion of there BID meeting.**

**PARKING LOT SIGNAGE: Topic was tabled for future meeting.**

**CHAIRPERSON UPDATES: Kelli reported on meeting held in December to formulate a schedule with ZebraDog and MSA for completion of the River Walk vignette areas. BID will be responsible for determining and obtaining content for the vignettes. This would include any copy writing to be done. Zebra Dog will do the design work and make recommendations on site locations for the vignettes. The schedule would have a goal for completion of the installation of the River Walk vignettes by September. Seeking more input from the community, a public session could take place in February.**

**City Attorney Joe Hasler has begun work on federal registration to trademark the Dells River Arts District logo and name. The work on the business plan and site analysis for the Public Market continues and should be completed in the spring.**

**AGENDA JANUARY 20 MEEING: Items will include 2015 Budget surplus, consideration of Woodside agreement final payments, Downtown website alternatives to “surrounding area” designation, River Walk update**

**Dan Gavinski moved to adjourn. Second by Kevin Ricks. Approved.**