

**BID Committee**  
**February 11, 2015**

<b>Attending: Jesse DeFosse; chairperson</b>	<b>Phil Helley</b>
<b>Justin Draper; BID</b>	<b>Brian Holzem</b>
<b>Dan Gavinski; BID</b>	<b>Corey Kissack</b>
<b>Kevin Ricks; BID</b>	<b>Eric Helland</b>
<b>Kelli Trumble; BID</b>	<b>Adam Makowski</b>
<b>Kyler Royston; BID</b>	<b>Alan Hansen</b>
<b>Mark Sweet; BID</b>	<b>Jason Hallowell</b>
<b>Chris Tollaksen; Public Works</b>	<b>Ed Legge; Dells Events</b>

**Meeting called to order by Chairperson Jesse DeFosse.**

**Motion made by Justin Draper to approve January 28 minutes. Second by Kevin Ricks. Approved.**

**OUTDOOR DISPLAYS REVIEW / STANDARDS:**

**The Planning Commission was presented with the request from BID to take over the design review responsibilities as part of the downtown revitalization plan. There were concerns expressed by the Mayor and others at the meeting as to if or how that might occur. Mayor Landers indicated he has some ideas he would like to share with the BID as this proceeds including establishing a separate Design and Review Committee.**

**As the season will be forthcoming, it was agreed businesses need to know what they would need to do with any outdoor displays now and though design standards are the ultimate goal they probably would not be completed in time.**

**Chris Tollaksen reviewed the 2014 season. Essentially what occurred was enforcement of items in the 2007 city zoning code. These were policy decisions made to “clean up” the downtown. There were no new ordinances passed. Businesses made an application for an outdoor display as a conditional use permit. For 2014 there was no fee attached to the permit. Approval of the permit rested with the Planning Commission. Though at first no displays were allowed, a standard of one display per eight linear feet of the building housing that business only was enforced.**

**Though other alternatives could be discussed, Chris recommended that the process from 2014 be maintained this year. One of the problems last year was communication and by getting this in place earlier, businesses will have time to plan. Kelli Trumble felt it was important to keep the application as part of the process so BID can review and forward recommendations to the Planning Commission before action is taken. It was emphasized even with BID review that this process needs to be streamlined. Dan Gavinski recommended continuance of no application fee in 2015 as we are still in a transition to establishing design standards. Chris noted that suggestion would again require City Council action as a resolution.**

**Chris noted concerns the Fire Inspector has expressed that store entryways should not impede pedestrian traffic from entry. This can be a policy which can be enforced stronger, though defining what is an impediment may be more of a judgement call. Mark Sweet expressed concerns about what would be considered temporary displays such as mannequins being blown over onto the right of way. Perhaps one way to avoid this would be to define permanent vs. temporary/removable displays. Brian Holzem did not favor making the type of displays now becoming permanent. Mark also suggested entryways need to be looked at as a separate issue from the facade front when it comes to displays. Brian said that people are creative and if they are restricted from using the facade front, they will use their entryways more and in effect counter the intent of the restriction. Chris asked if some form of beautification be a condition of approval for a display application. Kelli felt that once design standards are in place, such measures would not be necessary.**

**There was committee consensus to maintain the enforcement policy from last year for the 2015 season. Justin moved to forward the recommendation that the fee be waived for conditional use applications for outdoor displays in 2015. Second by Kevin.Approved.**

**Jesse updated BID on discussions the Brand Development Team has had with the company ZebraDog from Madison. ZebraDog has expertise in a number of areas from way finding, signage and design standards. Their emphasis is that these decisions are all connected to telling the story of your theme or brand. The Branding Committee asked ZebraDog to present a BID for a potential contract. BID will be updated on that process which could help guide discussions in the future.**

#### **OAK STREET RECONSTRUCTION:**

**Jesse reviewed feedback provided from the Branding Committee meeting held on February 3rd. Two topics open to business comment were 200 block of Broadway redevelopment and reconstruction of Oak Street.**

**The Public Works Department plans to commence reconstruction of the 600 and 700 blocks of Oak Street as soon as the weather permits. The Branding Committee saw the project as an opportunity to reconfigure parking and public seating areas on 700 Oak Street and sought feedback in particular from those businesses most affected. Staff from MSA presented a “flex space” plan at that meeting. “Flex Space” would establish a mountable curb which could allow for use of that area as either an expanded sidewalk area (seating, plantings, etc.) or for parking. MSA expressed a safety preference of parallel parking spaces rather than angle parking spaces. “Flex Space” could not be used at all on Broadway without DOT approval which is considered unlikely.**

**Since the meeting, it has become apparent that how and when the flex space is used varies from the needs of each affected business. Flex could be defined as a seasonal use which would be uniform for everyone or it could be defined as a decision each business/ building should make for itself.**

**Eric Helland pointed out that snow plowing of the mountable curb area needs to be considered. Eric also noted that since angle parking allows for more spaces than parallel spaces that he disagrees with the MSA opinion in that area.**

**Chris also mentioned that the curved area at the Broadway / Oak Street area near High Rock Cafe is being looked at with either a railing or knee wall as part of this project. Eric hoped it could be carefully considered as it might be something which could work at other busy corners.**

**As this is a Public Works project, final decisions come from that committee. BID opinions were being sought as part of that.**

**SIGN ORDINANCE:**

**Jesse tabled discussion until the next meeting. Chris reported that the new business at the former Trumble Photography is interested in having a blade sign protrude from their building. The business owners have been notified that BID is working on that issue though nothing may be in place soon enough and that should be considered on their part. It is always possible other requests may come forward.**

**BUSINESS WELCOMING:**

**Justin volunteered to put together an outline of what could be included in an official Welcome packet for discussion at the next meeting.**

**NEXT MEETING:**

**Date and time for the next meeting will be determined as it was felt that having Mayor Landers be able to attend was a priority. All items on today's agenda will be on the next agenda. In addition, Ad-Lit will present a proposal for marketing and advertising.**

**Motion to adjourn made by Dan. Second by Kevin. Approved.**