

**BID Committee
March 16, 2016**

Attending: Kelli Trumble; chairwoman	Kenneth Casper; Zebra Dog
Dan Gavinski; BID	Caroline Altfeather; Zebra Dog
Kevin Ricks; BID	Eric Holmer; Zebra Dog
Jesse DeFosse; BID	John Langhans; MSA
Kyler Royston; BID	Lisa Beck; WDVCB
Justin Draper; BID	Jenifer Dobbs; WDVCB
Mark Sweet; BID	Jim Hill
Mayor Brian Landers	Betty Heller-Hobbs
Chris Tollaksen; Public Works	Jim Decker
Nancy Holzem; City Clerk	Alan Hanson
Karen Terry; City Treasurer	Zac Zastava
Ed Legge; Dells Events	Brian Holzem

Meeting called to order by Chairwoman Kelli Trumble.

Motion to approve March 2 minutes made by Jesse DeFosse; second by Kevin Ricks. Approved.

DellsRAD (DELLS RIVER ARTS DISTRICT) WEBSITE PRESENTATION:

Eric Holmer from Zebra Dog (ZD) unveiled the design work to date for the new DellsRAD website. The process will integrate elements of the current dellstourismdevelopment.com website and will add elements so that it will be user friendly for locals, visitors, potential new business ventures, media and government entities. It will be set up in a way to allow for easy maintenance for the need to change content. Links will be completed with the city's website to avoid duplication in content. Video and slide show capabilities will be available.

Jesse made a motion to approve the website as presented and for ZD to continue work on the website to completion. Second by Kevin. Approved unanimously.. Final work should be completed and tested within a month. No date was set for the website to go live.

RIVER WALK VIGNETTES PRESENTATION:

John Langhans (MSA) and Caroline Altfeather (ZD) presented revisions to the ten historical vignettes planned for the River Walk. Revisions included mounting the vignette on a larger sandstone base which would allow for each structure to be up lit. Also reviewed was "framing" each structure which would involve removal and redesign of approximately six feet of railing. The base would be recessed against the railing. There may be different methods to do that type of work. A guesstimate to do the railing work might be \$3,000 - \$4,000 per location. MSA and ZD will explore different options of framing the vignettes and provide a budget for those alternatives. In addition, they plan to present a plan for additional vignettes in the downtown business area at the next BID meeting. An end of April timeline to complete vignette design including copy writing is on target.

The committee gave consensus approval of the design work as presented at this point and encouraged MSA and ZD to move ahead as planned.

BLADE SIGN BRACKETS:

Two options were presented for the brackets which will hold blade signs outside each downtown business. The design incorporates the look of the train trestle and will be fabricated from steel and be grey in color. Only the use of these two brackets would be

permitted. Dan Gavinski made a motion to approve use of the two brackets as presented. Second by Kevin Ricks. Approved unanimously.

SIDEWALK CAFE ZONE PRESENTATION:

John and Caroline presented revisions to the design plan for the city sidewalk cafe zones. Changes and additions included use of brick pavers instead of corten bollards, shorter segments of curved walls, use of limestone veneer on the curved walls with a top cap to include mosaic tile to simulate the river, vertical lighting units and an area to feature art work with "totem" style poles made from glass, tile and other materials. Square and round tables would be used for seating in addition to the wall area. Landscaping between the wall and street has been replaced with brick paving due to maintenance concerns. Existing landscaping will be utilized where possible. The design of the curved wall is intended for repeated use in other areas.

Focus is now on three sidewalk cafe zones: 200 Broadway north; 200 Broadway south; 500 Broadway. The Parking Board tabled action on removal of parking spaces to create a zone on 400 Broadway block.

Construction work would involve removal of sidewalk up to the building facade. This step would take place early in the construction process. City purchase of recommended furnishings could help accelerate the process. Construction would need to be up for bidding, once there is city approval of the project. John felt best case timeline would be completion in early July. Cost estimate for construction of all three zones would fall somewhere between \$430,000 - \$530,000.

Justin Draper made a motion to approve the design work as presented on the sidewalk cafe zones and advance to the city for approval. Second by Kevin Ricks. Approved unanimously. Kelli indicated discussions will need to take place to determine an appropriate timeline for the construction pending city approval.

TEMPORARY PLAZA PRESENTATION:

John reviewed design elements presented at prior meeting. The design is intended to test a number of elements which could be put to use in a permanent plaza plan pending the receptivity of the public. Painting of Oak Street surface, furnishings, landscaping, stage area, possible wall mural painting as well as a large photo opportunity area with the letters DELLS mounted to the pavement were reviewed. Approximate project cost would be \$155,000 however 2/3 of that amount are elements which could be moved into a permanent plaza or other cafe zone areas in the future. About \$50,000 of the total cost would be dedicated to the temporary area only. Dan, Kelli and the Mayor are considering the possibility of moving one of the boats as a backdrop for the plaza stage. Once approved by the city, John indicated a timeline which would complete work on this project in time for the major portion of the summer season in 2016.

Dan made a motion to approve the design work on the temporary plaza and advance to the city for approval. Second by Kyler Royston. Approved unanimously.

FEDERAL REGISTRATION OF DRAD:

The City Attorney has filed the application to trademark the name and logo for the Dells River Arts District (DellsRAD) with the Federal Trademark office. When approved, the name and logo will be owned by the City of Wisconsin Dells.

AGENDA: MARCH 30 MEETING: Copy writing for River Walk vignettes, report on plans for Farmers Market in 2017, update on bidding process for River Walk expansion.

Justin moved for adjournment. Second by Kevin. Approved.

