

BID Committee Meeting Minutes March 30, 2016

Attending: Kelli Trumble; Chairperson
Jesse DeFosse; BID
Kevin Ricks; BID
Dan Gavinski; BID
Justin Draper; BID
Mark Sweet; BID
Chris Tollaksen;
Karen Terry; City Treasurer
Ed Legge; Dells Events

Phil Helley
Zac Zastava
Jim Decker
Ald. Brian Holzem
Adam Makowski
Alan Hanson
Public Works Lisa Beck; WDVCB
Jenifer Dobbs; WDVCB

Meeting called to order by Chairperson Kelli Trumble. Motion made by Dan Gavinski to approve March 16 minutes. Second by Jesse DeFosse. Approved.

NOVOTNY COMMUNICATIONS PROPOSAL:

A written proposal was presented by Andrea Novotny to develop creative copy for the panel sections of the ten vignettes planned along the River Walk. Copy would be developed from research sources H.H. Bennett Museum, Dells Historical Society and Wisconsin Historical Society among others. Design firm Zebra Dog (ZD) has indicated that copy cannot exceed 100 words per panel and that up to five images be made available in order to make the best decision of final combination of copy and image. The proposal estimates 25-30 hours of work at an estimated cost of \$3,125 - \$3,750. Work would be completed by April 29 and turned over to ZD for completion of their design work. This proposed expense is not covered in the 2016 budget. Karen Terry said that two possibilities exist for funding. She will check with MSA to see if there is room to cover the expense within the construction budget for the vignettes. The alternative would be to utilize BID surplus funds. Karen reminded the committee that a major portion of the surplus funds have been already designated for other projects and would need to be addressed in 2017 in order to have some financial flexibility to move forward with new projects as they evolve. Two other ideas proposed were to look at applying for historical and/or arts grants and sponsorship opportunities. Jesse DeFosse made a motion to approve the Novotny Communications proposal as presented. Second by Justin Draper. Approved unanimously.

RIVER WALK EXPANSION: Chris Tollaksen reported that construction on River Road phase will begin in April and should be done by Automotion weekend. Detour routing should be advertised on the city website, [wisdells.com](http://www.wisdells.com) site and Dells Events. Businesses were encouraged to post on their websites for their customers. Work on the Illinois Avenue bridge will continue throughout the summer. The winning bid came in a little above the budget, however that difference will be covered by PRT funds in the city budget. The construction process should yield 30-50 large limestone boulders which can be utilized in other downtown projects. Related to the River Walk, Dan Gavinski noted that the area underneath the bridge at the River Walk entry point has a significant problem with pigeon droppings. He asked Public Works to power wash the area and that the topic be placed on the next BID agenda.

OAK STREET PLAZA UPDATE: Corena Ricks and Jackie Morse have been asked to work on designing the ground mural areas of the Oak Street plaza. BID will be updated as plans come together. Lisa Beck is donating a player piano for the plaza which both self plays and could be played by the public.

SUMMER ENTERTAINMENT: Jenifer Dobbs reported that the Visitors Bureau will be taking over administration of the busker program from the Police Department. Busker licenses will be increased from \$50 to \$100. In addition to existing busker locations, use of the Oak Street plaza and the 700 block of Oak Street will be added. Jenifer will also look at adding free daytime entertainment at the new plaza in July and August.

DellsRAD FEDERAL REGISTRATION: City Attorney Joe Hasler has already filed applications to trademark the Dells River Arts District (DellsRAD) name and logo. The applications included designated use on website, print and various merchandise. The approval process may only take three months. Kelli said that it will be important for BID to now determine the process by which businesses can use the approved name and logo.

BILLBOARD CREATIVE WORK: Proposed artwork will be emailed to the committee in the next two weeks for review.

DellsRAD WEBSITE: The building of content to support the website outline presented by ZD at the last meeting has begun. Progress will be reviewed at the next BID meeting.

DESIGN REVIEW COMMITTEE UPDATE (DRC): Dan reported that Building Design standards work has been completed. Justin wanted to see clear communication be made to the business community in particular to apply for Legacy Sign status. It was felt the best venue will be the new DellsRAD website. The Police Department usually communicates with each downtown business in the spring and information about Legacy signs could be included.

AGENDA ITEMS FOR APRIL 13 MEETING:

Jesse suggested BID stay on top of development of other signage for parking enforcement. The parking signage could be tied into overall way finding program. Recommendations should be prepared for the Parking Board. Other agenda items included long term funding plan for the Woodside ball fields, job description for summer intern position, pigeon cleanup, RiverWalk expansion update, and maintenance responsibility for Oak Street plaza.

Justin moved for adjournment. Second by Kevin. Approved.